

The magazine of the  
British Chamber of  
Commerce in Japan

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Aston Martin's  
£1.5 million motor

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Queen, McCartney  
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# October 2018

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PHOTO: EMBASSY OF JAPAN IN THE UK



The British Chamber of Commerce in Japan

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

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# Ministers turning up ... ... like London buses

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



**T**hey often say about London buses that you wait for ages for one, then they all come at once. It's a bit like that with ministerial visits nowadays, as the parliamentary arithmetic means that they can only travel when Parliament is in recess. So, we had a very busy September of VIP visits.

The highlight was Jeremy Hunt, our new foreign secretary. He wowed the media here and at home by being the first British foreign secretary to give a speech in Japanese.

I have known him for some years because of our mutual love of Japan: he lived in Kyoto, Nagasaki and Tokyo in the early 90s, learning the language. I have hosted some of his homestay families for tea at my residence and the affection that he holds for this country was clear. From his Strategic Dialogue session with Foreign Minister Taro Kono, and the fact that Prime Minister Shinzo Abe made time in his busy electioneering schedule to meet him, it is clear that our bilateral relationship is in very good hands.

UK Foreign & Commonwealth Office (FCO) Permanent Secretary Sir Simon MacDonal came separately for talks with his opposite number and met foreign policy experts. He gave a lecture to a packed audience of young Japanese diplomats. Meanwhile, I took him for his first experience of sumo. As he watched the giant wrestlers grappling with each other, I think he saw some parallels with diplomacy.

## Foreign policy

At the beginning of October, our ambassadors from Beijing and Seoul, and the FCO's Asia director joined me in Tokyo for discussions on the UK's foreign policy in Asia.

We also had a visit by Earl Howe, minister of state for defence, who met his Japanese ministerial counterpart, and some leading Diet members who follow defence and security issues. It has been a busy year in the bilateral

defence relationship, with two Royal Navy ships having visited already and HMS Argyll visiting later in the year, and a group from the British Army in October.

John Glenn, economic secretary to the Treasury, had a busy programme at the end of September, calling on two Japanese finance ministers, central bank Governor Kuroda, and the heads of many financial institutions.

He brought upbeat messages about the progress of Brexit negotiations. He also attended the FINSUM exhibition and promoted opportunities for UK-Japan cooperation in the fast-growing field of fintech, where British firms lead the world.



John Glenn, economic secretary to the Treasury, at UK FinTech Night on 27 September



The highlight was Jeremy Hunt (left), our new foreign secretary. He wowed the media here and at home by being the first British foreign secretary to give a speech in Japanese.

Tennis star Kei Nishikori was the main guest at the launch on the Japanese market of the I-PACE, Jaguar's first fully electric sports utility vehicle.



A new travel advice video was put on social media ahead of the Rugby World Cup 2019



Kei Nishikori helped show off Jaguar's new I-PACE

#### Automation delegation

And we had a delegation of MPs from the Business Select Committee in Tokyo and Kyushu on a study tour to look at the impact of automation on the workplace. They were interested to find that, while some in the UK fear that innovations such as AI, robots, IoT and big data will destroy jobs, here in Japan with its rapidly shrinking population, these new technologies are seen as a solution.

I had a fascinating trip to Kashiwasaki-Kariwa in Niigata Prefecture, the largest nuclear power station in the world. We went inside the two advanced boiling water reactors of the type that Hitachi is hoping to deploy in Wales. I called on recently elected Governor of Niigata Prefecture Hideyo Hanazumi, who talked about public attitudes in Japan regarding nuclear power, which had been a significant issue in his election campaign.

I was also down in Osaka, visiting some British and Japanese firms, and having dinner with the Kansai Economic Federation Chairman Masayoshi Matsumoto. I met with members of the Kansai Cambridge and Oxford Society, some of whom told me they first came to Osaka as English teachers in the run-up to the 1970 Expo. I also called on Cardinal Maeda who, earlier this year, had been elevated from archbishop by Pope Francis—who may visit Japan in 2019. Some damage from the earthquake and typhoon earlier this summer was still visible around the city.

#### Rugby-related activities

I hosted an event with Sports Travel & Hospitality (STH) at my residence to mark one year until the Rugby World Cup 2019, with former Wallabies captain Michael Lynagh. We also launched a new travel advice webpage with lots of useful information for the 40,000 or so British fans we expect to visit Japan for the event. I hope you enjoy the Twitter video we used to launch it on @PaulMaddenUK.

Alongside the main tournament there are going to be a number of other rugby-related activities: Paul Farrelly MP popped in to tell me about

a parliamentarians rugby tournament; and I also heard about plans to stage some exhibition matches for the relatively new sport of blind rugby, for visually impaired players.

#### Anyone for... music?

It was also a tennis month. Jaguar's brand ambassador, tennis star Kei Nishikori was the main guest at the launch on the Japanese market of the I-PACE, Jaguar's first fully electric sports utility vehicle. Jaguar CEO Magnus Hansson invited me to take part in the event. I previously had a chance to test drive this beautiful car at the embassy. We also managed to get to the Toray Pan Pacific Tennis tournament and catch Japan's new tennis sensation Naomi Osaka making it into the finals.

It was a privilege to host a reception and recital to welcome the London Symphony Orchestra (LSO) back to Tokyo, together with their new Musical Director Sir Simon Rattle. You may remember him conducting the LSO during the opening ceremony of the London 2012 Olympic and Paralympic Games. In my speech, I couldn't help expressing regret that Mr Bean wasn't joining them on this occasion. 🇬🇧



Ambassador Madden and his wife Sarah met with LSO Musical Director Sir Simon Rattle

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## Interviews aplenty

A month of finance, travel and sporting events

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

So the children are back at school, the temperatures have dropped to the low 20s Celsius and—maybe—the last of the year's typhoons has been and gone. It seems the heat of summer is finally behind us and autumn has arrived to bathe the land in reds, browns and golds.

And with us now being six months into the financial year, perhaps it is a good time to start thinking about and reviewing your financial plans, to see if you are making the best of your money. To that end, this month we bring you an article on personal finance and asset management, with some opinions on how best to help your money look after you. You can find that on page 18.

Perhaps it is a good time to start thinking about  
and reviewing your financial plans.

### Beautiful views

I recently went on my first trip to Shikoku, and was astounded by the beauty of the island and its four distinct prefectures. From the mountains of Tokushima Prefecture to the stunning coastline of Kochi Prefecture, the festivals, delicacies and characters all go to make this a truly wonderful part of Japan.

In this month's *BCCJ ACUMEN*, we bring you the story of two British motorcycle and golf enthusiasts who pledged to take on Western Japan and its many golf courses by motorcycle. Their story, full of experiences and beautiful views, can be read on page 38.

### Compelling reading

Elsewhere in the magazine this month, we have a batch of several engaging interviews. A recipient of the Order of the Rising Sun (page 42), a look at a recent British Chamber of Commerce in Japan (BCCJ) event examining the steps being taken by the UK government regarding the Rugby World Cup 2019 and Tokyo 2020 Olympic and Paralympic Games (page 22) and, as part of our ongoing series on the 70th anniversary of the BCCJ, we have an interview with the chamber's Executive Director Lori Henderson MBE (page 26).

Henderson, who has been in the post for seven-and-a-half years, speaks candidly about this time, the BCCJ's activities, and what she sees for the future of the BCCJ and its members. It makes compelling reading for those interested in UK-Japan relations. 🇬🇧

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# MEDIA



Jeremy Hunt met Tokyo Governor Yuriko Koike during his visit to Japan.  
PHOTO: BRITISH EMBASSY TOKYO

## Foreign ministers agree to work for better bilateral ties

British Foreign Secretary Jeremy Hunt's visit to Japan was covered by many media, with particular focus on a speech he delivered entirely in Japanese, making him the first UK minister to do so, *Sky News* reported on 18 September.

Mr Hunt met with a number of figures, including Japanese Foreign Minister Taro Kono. This led to the two reconfirming their countries' strategic partnership, *The Japan Times* reported.

The two also agreed to work towards a "free and open Indo-Pacific", the report said, referring to an initiative aimed at promoting free trade and navigation in the region, leading to economic prosperity for the countries involved.

Mr Hunt also met with Tokyo Governor Yuriko Koike, when he donated an old mobile phone to the "phones for Tokyo 2020" recycling initiative.

## Oxbridge top, Tokyo 42nd

Japan's universities have made progress during the year, after a long period of decline, according to a UK-based ranking of the world's higher education institutions, *Japan Today* reported on 27 September.

The Times Higher Education World University Rankings lists 1,250 institutions around the world, with Japan having 103 of those, up from last year's 89. The University of Tokyo was ranked 42nd, up four places, and Kyoto University rose nine places to 65th.

However, despite some improvements, Phil Baty, editorial director of the global rankings, was quoted as saying that, "the majority of Japan's institutions still decline or remain static amid intensifying regional competition".

Oxford University retained first place, with Cambridge second.

## Five chambers ask Japan to allow same-sex marriage

The British Chamber of Commerce in Japan (BCCJ), along with four other foreign chambers of commerce, called on the Japanese government to legalise same-sex marriage, *The Mainichi* reported on 20 September.

The BCCJ, along with the American, Canadian, Irish as well as the Australian and New Zealand chambers of commerce in Japan, said that marriage equality would "strengthen the international competitiveness of business in Japan" by boosting recruitment from LGBT communities, the report said.

The statement from the chambers said allowing same-sex marriage would also create more diversity, and allow LGBT workers to feel comfortable in their workplaces.

## SDF drills with British Army

The British Army and Japan's Self-Defense Forces conducted their first joint exercise in Japan between the end of September and mid-October, *The Japan Times* reported on 15 September.

The Defense Ministry's Ground Staff Office was quoted as saying 50 British Army personnel and 60 members of the SDF, mostly from the Ground Self-Defense Force, would take part in drills in Shizuoka, Yamanashi and Miyagi Prefectures.

The move follows drills involving the Air Self-Defense Force and the Royal Air Force in 2016, and the Marine Self-Defense Force and the Royal Navy in April last year, the report said.

Meanwhile, preparations are under way for close cooperation between the UK and Japan on surveillance to monitor North Korean activities at sea.



The British Army and Japan's Self-Defense Forces in Shizuoka Prefecture.  
PHOTO: BLACKMANE MEDIA

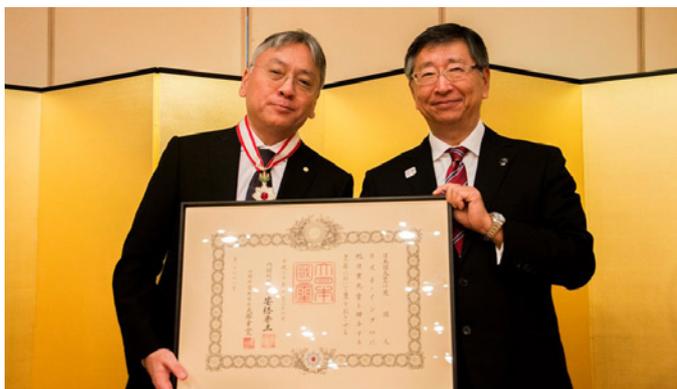
Business | Lifestyle | Arts | Events  
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 Travel | Food | Drink | Technology  
 Science | Culture | Health | Energy  
 Music | Motors | Politics | Charity

## Ishiguro honoured in London with Order of the Rising Sun

British author Sir Kazuo Ishiguro OBE was awarded the Order of the Rising Sun, Gold and Silver Star by Japanese Ambassador to the UK Koji Tsuruoka at a ceremony at the Embassy of Japan in the UK, *The Japan News* reported on 13 September.

Ishiguro, who was born in Japan but moved to the UK aged 5, was awarded the Japanese citation earlier this year, after winning the 2017 Nobel Prize in Literature. The ceremony, at the embassy in London, took place on 12 September, the report said.

Speaking at the event, the author said he was satisfied that progress had been made in the diminishing and disappearance of the shadow of World War II and its impact on the friendship between Japan and the UK.



Sir Kazuo Ishiguro received his honour from Japanese Ambassador to the UK Koji Tsuruoka.  
 PHOTO: EMBASSY OF JAPAN IN THE UK

## Prince opens Japan House

The Duke of Cambridge offered condolences to Japan following the recent earthquake in Hokkaido and typhoons in Western Japan, as he opened a new Japanese culture centre in London, *The Japan News* reported on 14 September.

Prince William led a toast to mark the grand opening of Japan House at the event, before offering his thoughts and prayers to those affected by the disasters, the report said.

At the opening, also attended by Japanese Deputy Prime Minister and Finance Minister Taro Aso, the prince said he was pleased to see relations between Japan and the UK flourishing.

## British Airways to begin direct London–Osaka flights

British Airways will begin operating a direct route between London's Heathrow Airport and Kansai International Airport in Osaka in the spring of 2019, *The Mirror* reported on 25 September.

The report said four flights a week would be plying the route, which begins operations on 31 March and will use Boeing 787-8 Dreamliner aircraft.

It added that British Airways had previously offered flights to Osaka, but the service was suspended in October 1998.

The new service is part of an agreement between British Airways and Japan Airlines, which will also see code sharing flights from Tokyo Haneda Airport to Miyazaki, Kumamoto, Komatsu and Matsuyama.

## Hotel Chocolat sets sights on Japan market

British chocolatier Hotel Chocolat announced it would pursue global expansion with a focus on three international markets, including Japan, *The Telegraph* reported on 25 September.

The brand, which already has outlets in Denmark and Hong Kong, and a cocoa plantation and hotel in St Lucia, will open its first American outlet in New York and see franchises open in Japan and Scandinavia, the report said.

Angus Thirlwell, the firm's chief executive, was quoted as saying that he wanted Hotel Chocolat to become the "global leader in premium chocolate".



PHOTO: HOTEL CHOCOLAT

## Ely opens 1st sake brewery

The first sake brewery in the UK has opened its doors, after an official ceremony for VIP guests including the Japanese Ambassador to the UK Koji Tsuruoka, it was reported by *Cambridgeshire Live* on 23 September.

Dojima Sake Brewery at Fordham Abbey in Ely, Cambridgeshire, opened on 1 October, International Sake Day, with tours and samples for visitors.

Fordham Abbey also has a Japanese tearoom, restaurant and pottery workshop for visitors to enjoy, the report added.

The new brewery uses traditional methods from the Dojima family, which has been brewing sake since 1828, the report said, adding that three types of sake will be on offer, one of which is only available on tours of the facility. 🍷



# British Hills

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## Business contingency ...

... and business as usual

LORI HENDERSON MBE

I'm writing this month's column having just attended the British Chamber of Commerce in Japan (BCCJ) seminar entitled, Tokyo Disaster: Get Prepared. It was hosted by platinum member Barclays Security Japan and led by the firm's Vice President of Business Continuity Management Yasu Sayanagi, a disaster preparedness specialist.

With Japan this year having experienced a string of extreme happenings—including earthquakes, typhoons, flooding, and record-breaking temperatures in parts of the country—we were keen to deliver a free information session to provide member firms with the latest information based on the Japanese government's disaster forecasting and hazard mapping.

With more than 99.9% of disaster-related preparedness information and news in Japan currently available only in Japanese, we were very grateful to Sayanagi for translating into English a swathe of crucial information to help minimise risks for BCCJ members, families, friends and colleagues, in the event of emergencies.

During the session, our group focused on the increased possibility of flooding in central Tokyo due to climate change and other factors. Sayanagi also introduced the relatively new concepts of Pre-Evacuation and Family Business Continuity Plan, based on lessons learned from the 2011

Great East Japan Earthquake and tsunami. Please check the BCCJ website to ensure that you have the latest information on all of the above.

### Business as usual

While the core BCCJ team is focused on the task of delivering the 2018 British Business Awards on the evening of 2 November, our Executive Committee task forces are operating on a business as usual basis.

The events task force, in particular, is planning an active and informative programme for the remainder of this year and early 2019. Business exchange, networking, and learning and development opportunities are being created for you and your teams.

Alison Beale, director of the University of Oxford's Japan office, leads the task force, supported by Mark Dearlove of Barclays, Reiko Sakimura of Clifford Chance and Heather McLeish of EY. Members of the group carefully select topics

Is there a hot topic that you would like to see featured in the BCCJ events offerings?

they believe to be of relevance and interest to our 200+ member firms. Keep your eyes peeled for forthcoming sessions on corporate governance, crypto-currencies, artificial intelligence, virtual reality, automotive matters and defence.

Our communications task force, meanwhile, is reviewing how we engage and connect with BCCJ members, and our 5.0 task force will be introducing an exciting update at our 2019 *shinmenkai*. More details coming soon.

### Over to you

Is there a hot topic that you would like to see featured in the BCCJ events offerings? Any organisations with which you would like the BCCJ to collaborate, to bring you even more enhanced knowledge and relevant business connections? Feel free to email us at [info@bccjapan.com](mailto:info@bccjapan.com)

As a footnote, many *BCCJ ACUMEN* readers may have affiliations with other large international chambers of commerce in Japan. This year, we are in the process of creating a master internal chambers calendar to help us all avoid schedule clashes for major events during a jam-packed 2019 and 2020. We hope this means that we will be seeing you even more at BCCJ events, large and small, enriching your life and work in Japan. 🌸

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## Flying high

UK-Japan collaboration going from strength to strength

DAVID BICKLER | @BCCJ\_President

**T**wenty-five years ago, a British Airways 747 flew me direct from London Heathrow to Osaka on my first visit to Japan. Back then, destination Osaka meant arrival at Itami International Airport—still a favourite today for domestic travellers to Japan’s second-largest city.

Although the route was discontinued a few years later, British Airways has now delighted international travellers with plans to resurrect the route (page 11). Flying four times weekly to Osaka’s Kansai International Airport, a new Dreamliner service will commence on 31 March 2019. Perfect timing for UK-based fans travelling to the Rugby World Cup 2019, and for those keen to see why the Economist Intelligence Unit now ranks Osaka as the world’s third-most liveable city.

### Endeavour and achievement

It’s a cliché that time flies, but all the same hard to believe that when this edition of *BCCJACUMEN* reaches readers, we will be just days from the 2018 British Business Awards. This is the premier event in the calendar of the British Chamber of Commerce in Japan, celebrating the best examples of endeavour and achievement in UK-Japan business.

One of the most important sectors of strength from a UK perspective is of course financial

services. It is interesting, therefore, to reflect on the findings of the most recent edition of Z/Yen’s respected *Global Financial Centres Index (GFCI)*, which evaluates and ranks the competitiveness of the world’s major financial centres. Published last month, the 24th edition shows both London and Tokyo slipping one place overall to second and sixth, respectively.

Of the five financial sectors analysed, London remains number one in banking, insurance, as well as government and regulatory; second in professional services; and third in investment management. Tokyo was fifth across all sectors. In terms of competitiveness, London is first for business environment, and second for human capital, financial sector development and reputation.

That said, the *GFCI* highlights Brexit as a continued source of uncertainty, together with fears concerning restrictions on the movement of talented staff. On this latter point though, there was welcome confirmation last month from

UK Prime Minister Theresa May that EU citizens living and working in the UK before Brexit will have their rights protected. In addition, the government’s six-person Migration Advisory Committee (including four of the UK’s leading female economists) called for a lifting of the cap on skilled EU migrants post-Brexit.

### Capital cooperation

Going forward, both London and Tokyo will need to make concerted efforts to maintain their present global financial centre rankings. There is no room for complacency, and we welcome further collaboration between the two.

In that respect, it was encouraging to witness last month’s visit to Tokyo by Economic Secretary to the UK Treasury John Glen. As the government minister responsible for financial services and the City of London, this provided a valuable opportunity to promote cooperation in growth areas such as green finance, Islamic finance and fintech.

Opportunities for future UK-Japan collaboration and the advancement of the financial services sector are numerous. To that end, buried in the *GFCI* is a reminder of the increasing importance of air travel infrastructure and direct flights—yet another reason to welcome the return of Britain’s flag carrier to Osaka. 🇬🇧

Opportunities for future  
UK-Japan collaboration ...  
are numerous.

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# JAPANESE MONETARY POLICY ...

... develops a sense of humour

BY NORIKO HAMA

PHOTO: FLICKR/TABLEXXNX

**R**akugo is a Japanese art form. It is a one-man comedy act which was perfected in the Edo period (1603–1868). It is stand-up comedy delivered by a performer who invariably sits on a cushion. So one might call it sit-down comedy.

The performer wears a kimono and carries nothing but a fan and a towel about his person. Those two items serve as every kind of prop for him, be it chopsticks, cigarette case, purse, oars, sword, lantern, what have you. The fan can even be used for sound effects by hitting it against the floor to depict urgent knocking or furtive footsteps as the case might be.

I bring up this subject not because I wish to introduce this wonderland of Japanese humour to *BCCJ ACUMEN* readers, although that would indeed be a very pleasurable task. I chose this topic because it seems to me that Japanese monetary policy is increasingly developing *rakugo*-like features. To be specific, the current state of Japanese monetary policy reminds me of a well-known *rakugo* piece called *Jugemu*.

*Jugemu* is not a word. It is only the beginning portion of a word. A word that goes on more or less forever. Mary Poppins lovers kindly recall “Supercalifragilisticexpialidocious”, although *jugemu* in its entirety is about 10 times as long and about 20 times more complicated.

The word is a hotchpotch of all things good and glorious, holy and auspicious. A young father wants to give his first-born child a name to beat all names. He asks the local priest for advice. The priest comes up with a full range of desirable names. Spoilt for choice, the father decides to take up all of them. The inevitable outcome is that every time someone calls the child’s name it takes forever. All sorts of interesting things happen as a consequence.

## Take a breath

So let me now turn to Japanese monetary policy. The basic framework for what the Bank of Japan is doing now was laid down in April 2013. At that point, the policy was described as “quantitative and qualitative monetary easing”, or QQE for short. This was already quite a mouthful.

Come January 2016, it became longer. The new name was Quantitative and Qualitative Monetary Easing with a Negative Interest Rate. Or QQENIR, perhaps, although the term “for short” would hardly apply in this instance. For all its lengthiness, however, QQENIR did not last that long, for a renaming occurred yet again in September 2016. This time the new name was Quantitative and Qualitative Monetary Easing with Long and Short Time Interest Rate Management. I will not even try to think of an acronym for fear of developing a migraine.

This final version stands today, with further additions. In July 2018, the Bank of Japan decided to reinforce its existing policy. For this purpose it introduced something called “Strengthening the Framework for Continuous Powerful Monetary Easing.” The underlying policy itself is still called Quantitative and Qualitative Monetary Easing with Long and Short Time Interest Rate Management. The stronger framework for strong monetary easing is in the nature of an annex. Together with the annex, the full name of the current policy takes up fully two lines of text. It is impossible to read those lines without taking a breath along the way.

## Hapless

The father who named his son *Jugemu* meant well. He could not resist adorning his beloved first born with every single wonderful word. But just what

Why does a monetary easing policy that is already strong need to be stronger?

does the BOJ mean by adding storey upon storey of new names to its policy manoeuvres? Perhaps they themselves no longer know.

Moreover, the annex that they attached to their Quantitative and Qualitative Monetary Easing with Yield Curve Control is a total mystery. Nobody can quite make out why it should lead to strengthening the framework for continuous powerful monetary easing.

For that matter, why does a monetary easing policy that is already strong need to be stronger? You strengthen something because it is weak. If you strengthen something that is already strong you risk being accused of doping.

At this point another *rakugo* piece comes to mind. This one is called *Hirabayashi*. It is the story of a boy who goes out on an errand. He is to deliver a letter to somebody whose name may or may not be Mr Hirabayashi. It could well be Mr Tairabayashi. It could be something else altogether. Being unable to read and having forgotten to whom he was supposed to deliver the letter, the boy goes around asking everybody he meets how to read the name on the envelope he is carrying.

This being the surreal world of *rakugo*, everyone he asks tells him something completely different. Total confusion ensues. The stronger framework for strong monetary easing makes me feel very much like the hapless boy in that *rakugo*. ❀

# PENNY WISE

## Personal finance trends and advice for expat investors

BY ALEC JORDAN



Are you prepared for your financial future? Will you have enough to retire comfortably, and be able to leave something behind for your family? Have you thought about how your assets are being taxed—not only in Japan, but in your home country as well? These are all daunting questions, and everyone needs to arrive at their own answers.

Moreover, with the many available investing choices—from conservative options, such as government bonds, to such risky investments as virtual currencies—it can be hard to make a decision. It is tricky enough when living in one's own country, but vastly more so when one is living in Japan. Then on top of it all, one must make sense of the tax requirements of your home country and Japan.

That said, it is now easier than ever for individuals to invest on their own, given the wealth of information online about investment options. In addition, the rapidly developing field of fintech, or financial technology, puts a wide range of such financial services as banking and investing in consumers' hands—often quite literally, in the case of smartphone-based applications.

But does all of this information, and this easy access to financial services, make it easier or harder to manage one's personal wealth wisely?

Adrian Rowles, senior wealth manager at DeVere Acuma K.K., sees the issue from both sides. When it comes to fintech, the firm has embraced it as a part of the future, and they have created a suite of apps that allow users to manage their finances—everything from making bank transfers to foreign currency exchange. They also have an app that allows UK pension holders to monitor what funds their pension has invested in and how they are performing.

These are developments that Rowles finds useful, but when it comes to the vast amounts of information to be found online regarding investing, he recommends caution: "The biggest challenge is also the biggest benefit. So, the Internet has been a massive, life changing facility, right? It's the biggest benefit because you want to be more knowledgeable and get access to information quicker and easier, but it is also the worst. The Internet is like a tabloid ... That is the major challenge: you need the Internet but you need the right source."

### Trends and concerns

In a field that is constantly changing, what are some of the most notable trends in how expats are managing their personal wealth? Tony Collins, senior adviser at AP Advisers Limited, points out that there has been a number of movements that have played out in recent years, including a rise in fintech applications, a tendency for investment and brokerage fees to be lower, the rise and fall of the popularity of virtual currencies such as Bitcoin, and the attraction of Japanese property as an investment vehicle.

As Lloyd Danon, managing director and CEO of Argentum Wealth Management K.K., sees it, it's less a matter of trends than concerns that quickly make their way around the expat community: "I would say the most recent concern a lot of expats have had was around the inheritance tax in Japan, because there have really been a lot of updates in the last five years."

The Japanese inheritance tax rate goes up to 55%, and it goes into effect after a foreigner takes up residence in Japan. About six months ago, legislation went into place that eases the inheritance tax liability for expats who have



**Lloyd Danon,**  
managing director, CEO  
Argentum Wealth  
Management K.K.



**Tony Collins,**  
senior adviser  
AP Advisers Limited



**Adrian Rowles,**  
senior wealth manager  
DeVere Acuma K.K.

## PERSONAL FINANCE OPTIONS

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3. Real estate
4. Pensions
5. Life insurance
6. Health insurance
7. Children's education accounts
8. International investment accounts
9. Regular savings
10. Lump sum investment solutions

been living in Japan for less than 10 years, but for anyone who has been here longer than that, the full tax rate goes into effect, and can make a major difference for any long-term resident in Japan who is hoping to pass their estate along to their heirs.

### Invest and avoid

There aren't any sure-fire guarantees in the world of finance. Nevertheless, United States equities represent one opportunity that ExeTrust Co., Ltd. President Shigenobu Kawata believes no investor should ignore, regardless of their country of origin. Over the years, he says, these have shown steady growth.

However, he personally takes a dim view of investing in Japanese equities, which he doesn't believe offer the same growth opportunity as US equities.

What other investments should attract expat caution? Collins recommends being wary of the following types of investment: "Investments that do not offer sufficient liquidity—that is, your money is stuck in an investment that cannot

be sold; investments which are too specific and niche; and overly complex instruments, such as structured notes, which are rarely understood fully by the client or investment adviser."

Danon particularly stressed this final sentiment: "The one thing that I would always say with an investment is, if you don't understand it but trust yourself, don't do it. If an advisor cannot explain an investment to you and it sounds very complicated, or really above you, it's not above you—it's probably something you should not be putting your money in. Do not put your money in anything that cannot be explained to you or you do not understand. That is it."

### Diversify

If there was one common theme that all financial advisers agreed on, it was that each investor has different needs, a different tolerance for risk, and different long-term goals.

Therefore in general, Martin Zotta, managing director and CEO of Argentum Wealth Management K.K., believes that, rather than focusing on specific investments, it is important for people who want to invest their wealth to get sound advice—from a human being—that helps them develop and understand their long-term financial goals: "I believe, rather than think in blanket statements, it's more that people need to get proper advice, and a proper understanding of the situation. They need to understand why they are setting things up in a certain way. They need to understand how everything is going to work holistically towards a financial goal."

Another common thread was the importance of being diversified across a wide range of assets, countries and currencies. As Zotta pointed out: "Generally speaking, it is a good idea to diversify your portfolio and by extension also the currencies you are investing in."

"Even if you think you are in Japan for the long term, for example, it is a good idea to have exposure to other markets and currencies".

As Collins explained, there are some rules of thumb that every expat investor should follow. They may be time-honoured and traditional, but they're no less true, even in a time marked by the likes of Bitcoin and other trendy investments: "Invest over a long period of time and ride out periods of market turbulence. See the long-term picture ... and be disciplined in saving and accumulating assets so that you've saved enough for retirement and the future".

It sounds like wise advice to us. 🇯🇵



Shigenobu Kawata,  
president of  
ExeTrust Co., Ltd.

Each investor has different needs, a different tolerance for risk, and different long-term goals.

# GDPR: THE LATEST

## How the regulations are affecting business in Japan

BY JEAN-DENIS MARX AND KENSAKU TAKASE  
PARTNERS AT BAKER & MCKENZIE

Almost half a year has passed since the General Data Protection Regulation (GDPR) came into force in the European Union.

While no large fines have been issued so far, we believe this is simply the calm before the storm.

The data protection authorities in the EU are currently focused on preparing guidance on various issues regarding the interpretation of the GDPR. Once this is done, they can direct their resources to enforcement.

Those businesses in Japan that offer goods or services to the EU market, or that monitor the activities of EU consumers should make sure they understand the data mapping involved, namely, what personal data is being handled and how. They should also carry out data impact assessments to check for high-risk behaviour.

It is the data mapping and data impact assessment documents that EU authorities are most likely to ask for if there is an investigation. Not providing these immediately on request is likely to result in an instant fine.

If necessary, GDPR-compliant client privacy notices or consumer-facing privacy notices should be put in place.

One aspect that is starting to take shape between Japan and the EU relates to transfers of EU data subjects' personal data to Japan.

The default position is that such transfers are prohibited. However, there are a number of ways that this can be done in a GDPR-compliant manner.

Japan's amendments to its own privacy laws that came into full effect in May 2017 introduced a similar obligation to execute a specific agreement to allow processing of personal data collected in Japan to take place outside Japan.

The Japanese government has since been in discussions with the European Commission to see if Japan and the EU can recognise each other's privacy laws as equivalent. If equivalent, then free transfers of personal data between the two



Jean-Denis Marx



Kensaku Takase

jurisdictions would be possible without the need to execute a specific agreement.

In July, Japan and the EU posted a press release stating that they would recognise each other's privacy laws as equivalent.

Since Japan lacks some features of the GDPR, it will need to implement additional safeguards to protect EU citizens' personal data.

The safeguards, outlined in a set of supplementary rules published this month by Japan's Personal Information Protection Commission, will go into effect at the same time as the adequacy decision. The main safeguards are outlined below.

### Sensitive Data

The Japanese definition of "special care-required personal information"—which includes, for instance, information on race and medical records—when applied to data transferred from the EU under the adequacy decision, will include a data subject's sex life, sexual orientation and trade union membership.

### Rights of Data Users

Under Japanese law, data users have a right to obtain disclosure, correction or deletion of their personal data except when the data is kept for no more than one year. This exception will not apply to EU data transferred under the adequacy decision.

### Right of Usage

Under Japanese law, data processors receiving the transfer of personal data have a duty to confirm how the data was acquired and to keep records of the transfer. This obligation will now mean, when applied to data transferred from the EU under the adequacy decision (either directly or through another data controller), that the right of usage of the data will be limited to the right of usage about which the data users were originally notified.

### Cross-border Transfer of Personal Data

Where a business operator intends to transfer personal data received from the EU under the adequacy decision to a third party located outside Japan (and outside the EU) on the basis of the data subject's consent, it must inform the data subject about the ultimate data recipient, so that the data subject can make an informed decision as to whether or not to consent to the transfer.

Where a Japanese business operator receives EU personal data that it intends to transfer to a third party, the data subject needs to be provided information on the ultimate data recipient. This is to allow the data subject to make an informed decision about whether they wish to allow their data to be transferred.

### Anonymisation

The definition of anonymously processed data is modified for personal data received from the EU. Under the adequacy decision, the relationship between the data and the data subject cannot be restored.

Since the EU's adequacy decision is expected in October, businesses in Japan will soon be able to benefit from this new adequacy arrangement.

Meanwhile, a number of legal proceedings are underway which will further define the scope of the GDPR. 🇺🇸

We believe this is simply the  
calm before the storm.

# NEW MUMS: DON'T SUFFER IN SILENCE

## Better mental health care for new mothers

BY SELENA HOY  
OUTREACH COORDINATOR

Pregnancy and the time just after birth can be exciting, but they also bring changes and stress. There are changes not only to the expecting mother's body, but to the family, as well as to work and relationships. So it's no wonder that, according to the World Health Organization (WHO), 10–20% of women worldwide suffer from some mental disorder during this time.

Left untreated, those mental health challenges can have long-ranging consequences. Mothers may experience depression and anxiety, and both parents could be affected by a higher incidence of obsessive compulsive disorder, according to one study by the *New York Times*. Some of these mental health disorders can even lead to suicide.

Children, in turn, may be affected if a parent is incapacitated, and may suffer anything from diarrhoea to developmental delays and low IQs.

That's why this May, a cross-party group of MPs and peers in the UK lobbied Jeremy Hunt, the then minister for public health and primary care, asking for emotional and mental health assessments for new mothers. They are advocating that mental health checks be carried out six weeks postpartum, a benchmark backed up by a 2014 study conducted by Kettunen, et al, published in *BMC Pregnancy & Childbirth*.

The rationale is that many of these mental health disorders are going undetected while we focus on the child and mother's physical health. There is a serious lack of access to mental health care in many places. Additionally, shame, stigma, fear of losing their children, and an unwillingness to consider medication may keep a suffering parent from reaching out.

### Isolation

Currently, it is estimated that only 3% of new mothers in the UK have good access to mental health care during the perinatal period, defined as the time from pregnancy until one year after birth. The NHS is starting a funding push to expand that access.

## Many new mothers are nervous about making mistakes.

The numbers in Japan don't seem to be any better. According to one 2015 study conducted in Japan, only 1.8% of more than 400,000 people surveyed had received mental health care while they were pregnant and during the immediate postnatal period. A literature review conducted in 2017 states that, in Japan, 5–20% of women in the perinatal period experienced depression.

"Many Japanese women get so much pressure from people around them when they become a mother. Not only relatives, but also neighbours and even strangers, tend to tell [them] what to do," says Kyoko Sonoda, MA, LPCC, a psychotherapist at TELL who has extensive experience working with children and families. "Many new mothers are nervous about making mistakes. Any small mistakes tend to be criticised, the mothers being told, 'Now, you are a mother! *Shikkari shinakya!* (Pull yourself together!)"

And when they come home after the birth, mothers often face isolation. Sonoda says: "Japanese men tend to work long hours and go on many business trips. Recent labour shortages in Japan result in excessive work, since filling empty positions becomes harder each year. New fathers are too tired to support new mothers during the week."

### Effective interventions

A national study conducted over 15 years in the UK, and published in 2016 in *The Lancet*, states: "Among women in contact with UK psychiatric services, suicides in the perinatal period were more likely to occur in those with a depression diagnosis and no active treatment at the time of death. Assertive follow-up and treatment of perinatal women in contact with psychiatric

- Some 10–20% of women have mental health issues during and after pregnancy.
- In the UK, 3% of new mothers have good access to mental health care.
- In Japan, 5–20% of perinatal women experience depression.

services are needed to address suicide risk in this group".

Despite the dismal rate of mental health care for new mothers and expecting women, WHO says: "Maternal mental disorders are treatable. Effective interventions can be delivered even by well-trained non-specialist health providers".

Sonoda outlines some points to remember.

- There is no such thing as a perfect mother. It is okay to make mistakes. Many of your choices are not life threatening to your baby, and there are always other choices and opportunities to remedy unintended results.
- It's okay to take a break and have a rest. Asking others to take care of your baby does not mean you are a bad mother. Everyone needs time to be alone.
- It is natural for you to become emotional and teary. There are a lot of hormonal changes occurring in your body.
- Belonging to a parenting group will help to release a new parent's stress and associated emotions.
- If you can't get out of bed or are crying frequently for more than a month, do not be afraid to seek professional help.

There is no need to suffer in silence. For the sake of our own health, and the health of our children, we need to address the gap in maternal mental health care. 🇬🇧

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# GOVT'S WORLD EVENTS TEAM — PLANS FOR 2019 AND 2020

How UK firms could benefit from sporting events in Japan

BY SIMON FARRELL

On 22 August, a meeting was held at the British Chamber of Commerce in Japan (BCCJ) with members of the UK Department for International Trade's World Events team, who were visiting Japan.

Members of the BCCJ were given an update on the UK government's plans for the Rugby World Cup 2019 in Japan and the Tokyo 2020 Olympic and Paralympic Games, looking at business in relation to the two major sporting events.

Following the event, *BCCJ ACUMEN* put some questions to David Mulholland, head of events, Olympics, Paralympics, Rugby World Cup at the British Embassy Tokyo.

While Mulholland stressed that there is still a good deal of planning to be done and processes to be worked through, the team is ambitious, and wants to keep *BCCJ ACUMEN* readers informed.

## Please update us on the UK Government's plan for activation at the 2019 Rugby World Cup and 2020 Tokyo Olympics and Paralympics.

During the week of 20–24 August, the Department for International Trade's (DIT) World Events team visited Tokyo on a scoping mission to formulate Her Majesty's Government's plans to activate during the Rugby World Cup 2019 (RWC) and Tokyo 2020 Olympic and Paralympic Games.

Its members visited the BCCJ on 22 August to participate in an interactive session with members of the British business community with the aim of giving a high-level overview of what could be possible around these big sporting moments, but more fundamentally at this stage to listen to and engage with participants on their views, opinions and ideas.

It is clear that the RWC and Tokyo 2020 offer great opportunities to capture the attention of the world as all eyes descend upon Japan during this time. The UK government aims to maximise this opportunity to keep the UK in the spotlight in a number of important areas, such as: business and government level engagement; the arts, creativity and culture; the power of sport in diplomacy; diversity and inclusion; and the UK's role in innovating for a shared future, to name a few.

Working alongside the British Council as it launches its Season of Culture in 2019–2020 is an



Participants at the event heard about the government's plans from David Mulholland (second from right).

important part of these plans, and will enable the UK government to reach new audiences to deliver important messages within these focus areas.

The team is now in an important planning phase to realise what this activation may look like and importantly define the core objectives and deliverables. The chance to hear directly from businesses on the ground in Japan was highly appreciated and gave the team some good inspiration to plan effectively for these important events.

## Are there any commercial opportunities for SMEs or others related to the two events?

The British Embassy Tokyo's DIT Sports Economy sector team, which has carefully monitored and shared tender information, has been working closely with many UK companies to support potential commercial gains from the two events.

Both respective organising committees for the RWC and Tokyo 2020 recognise the strengths, capabilities and expertise the UK can offer in terms of hosting global sports events, being previous hosts of the Rugby World Cup 2015 and the London 2012 Olympic and Paralympic Games.

At government level, two formal agreements were signed, a Sports Host 2 Host agreement—to share knowledge and business opportunities—and an Olympic Security Statement of Intent, confirming the close dialogue and collaboration at play.

The team has identified key areas of opportunity to win contracts in security,

overlay, hospitality, crowd control, creative industries and ICT.

In order to support businesses to achieve these ambitions, DIT has been working to directly influence the Japanese government, the event organising committees, prime Japanese contractors who have already won business, and the extensive network of national and international companies needing to activate their event sponsorship.

There are, of course, challenges within this domestically influenced procurement environment, and as such a key tactic is to identify local business partners and win business in a collaborative approach.

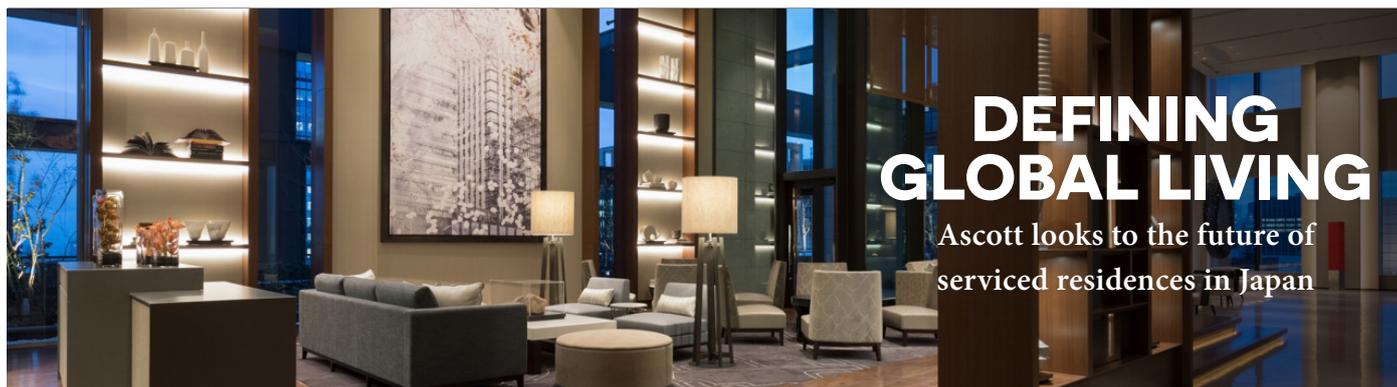
The UK is well positioned to offer the highest levels of expertise in many facets of event delivery and the DIT team is on hand to support this work.

## What tips can you offer firms in Japan or the UK hoping to partner with sponsors, or already selected to do work for the events?

Building local partner relationships is one of the most important elements to success in the area of influencing sponsors and companies. The sponsorship domain is certainly the most challenging due to strict policy from the sporting bodies, with the opportunities limited to already recognised official partners and sponsors.

Understanding what their needs are is key, and how UK firms could provide services to support them is where gains could be made.

Again, the DIT team can offer advice and support in this area for interested UK companies. 🇬🇧



# DEFINING GLOBAL LIVING

Ascott looks to the future of serviced residences in Japan

One of the leading international lodging owner-operators, The Ascott Limited (Ascott) has more than 55,000 serviced residence units in key cities of the Americas, Asia-Pacific, Europe, the Middle East, and Africa. More than 39,000 units under development brings the total to some 94,000 units in more than 630 properties.

A wholly-owned subsidiary of Singapore-based CapitaLand Limited, Ascott has been a part of Tokyo's serviced residence market for 16 years with its Citadines and Somerset brands. The recent one-year anniversary of Ascott Marunouchi Tokyo, in March of 2018, and the success the serviced residence has seen over the past year, has been significant in affirming Ascott's position in Japan.

## Milestone

Tan Lai Seng, regional general manager for Ascott in Japan and Korea, spoke with *BCCJ ACUMEN* about the opening of Ascott Marunouchi Tokyo, explaining how it marks "a milestone in our long-standing partnership with Japanese companies such as Mitsubishi Estate Co. Ltd. since we entered the market in 2001. It enhances our presence in Japan, where we currently operate six other serviced residences and 16 properties for corporate lease".

Situated in the prestigious Otemachi-Marunouchi business district, Ascott Marunouchi Tokyo provides spacious and elegantly designed apartments and offers residents a good view of the Imperial Palace's East Garden—a rare sanctuary in the bustling city.

With the Ginza shopping district nearby, the area in which Ascott Marunouchi Tokyo resides is surrounded by some of the city's most distinct districts. "For a local touch, guests can choose apartments that come with tatami mats," said Lai Seng. "Facilities at the serviced residence include a swimming pool, rooftop terrace, gymnasium, reading lounge, business centre, and meeting rooms". With little touches to make guests feel at home and local experiences to explore, Ascott Marunouchi Tokyo is perfect for business travellers as well as families.

## Honoured Excellence

At this year's World Travel Awards Asia & Australasia, The Ascott Limited was crowned Asia's Leading Serviced Apartment Brand for the third consecutive year. With a total of 11 awards, Ascott solidified its place as one of the most impressive and prominent serviced residence owner-operators. Globally, Ascott is present in more than 160 cities across 30 countries. "Our global network and hospitality experiences make Ascott the preferred accommodation choice for many multinational companies," added Lai Seng.

Among the 11 awards won by The Ascott Limited at the World Travel Awards Asia & Australasia, Citadines Apart'hotel was named

Japan's Leading Serviced Apartment Brand and Citadines Shinjuku Tokyo received Japan's Leading Serviced Apartments honours. Lai Seng explained: "The serviced residences are in prime locations and come with separate living and dining areas, fully equipped kitchens, en-suite bathrooms, and modern amenities that help guests enjoy the home-away-from-home experience".

## New Projects

Recently, Ascott has partnered with NTT Urban Development Corporation, a subsidiary of Nippon Telegraph and Telephone Corporation, to explore serviced-residence opportunities in Japan. They are currently reviewing the two projects in Fukuoka and Yokohama. Ascott has also signed a lease agreement with department store chain Takashimaya Company Limited to operate the first Citadines Apart'hotel in Osaka. Situated in Namba, Osaka's entertainment and shopping district, the serviced residence will be a huge benefit for the city, which welcomed 11.1 million tourists in 2017. Opening in 2019, the residence will have more than 300 apartments, as well as facilities such as a gymnasium, conference room, and children's playroom.

"According to the latest JETRO Invest Japan Report, Japan's net inflow of foreign direct investment reached a record high, and demand for serviced residences is likely to grow", Lai Seng said. And the partnerships that Ascott has made with leading property developers in Japan give Ascott access to highly coveted quality assets in strategic locations. This will expand the Ascott property portfolio, and uphold its reputation as the leading lodging owner-operator. According to Lai Seng, Ascott is targeting the launch of 12 more properties in Japan by 2020. 🇯🇵



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With the date of the 2018 British Business Award (BBA) approaching (2 November), the British Chamber of Commerce in Japan (BCCJ) is delighted to reveal the names of the judges, a truly diverse and accomplished line-up of exceptional individuals.



PHOTO: SATOSHI AOKI/LIFE.14



**Sir Tim Hitchens CMG LVO**

Recently became president of Wolfson College at the University of Oxford, after having served as chief executive of the government's Commonwealth Summit Unit. Before that he was director-general, economic and consular at the Foreign & Commonwealth Office.

Sir Tim is a graduate of the University of Cambridge and has more than 30 years' experience as a diplomat, a career that took him to countries as diverse as Pakistan, Afghanistan and France. He spent three years as Foreign & Commonwealth Office director for Africa, and most recently spent four years as Her Majesty's Ambassador to Japan.



**Caz Walton OBE**

A multi-disciplinary gold medallist who began her Paralympic career at the Tokyo 1964 Summer Paralympics, she took part in two athletic events, the slalom and the wheelchair dash, winning gold in both. Walton's most successful Paralympics was the 1972 Games in Heidelberg, Germany. She won one bronze and two gold medals in the athletic events, and gold in the table tennis singles.

Walton retired from international competition in 1994 to become, in 1996, the manager of Great Britain's Paralympic fencing team, reprising the role for the Games of 2000 and 2008. For the 2004 Games she was the team administrator for Great Britain. She is a British Paralympic Association project manager for the Tokyo 2020 Paralympic Games.



#### Andy Palmer CMG

Now CEO of Aston Martin, he began his career as an apprentice at a UK automotive supplier, then joined Austin Rover in 1986. He moved to Nissan Motor Manufacturing, Ltd. in 1991—starting at the firm’s Technical Centre Europe in Cranfield, Bedfordshire, as general manager of vehicle design and then moving to Japan in 2002.

Until 2014 he was chief planning officer, responsible for global product, corporate planning, as well as sales and marketing. In 2014 he moved back to the UK to take up his current role at Aston Martin, named Company of the Year at the 2017 British Business Awards.



#### Kazuko Kon MBE

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 Tokyo. One of her primary responsibilities was nurturing the relationship with the BCCJ, and forging strategic contacts within the UK-Japan business community.



#### Marin Minamiya

The youngest person ever to have climbed Everest and completed the Explorers Grand Slam. It involves ascending the Seven Summits—the highest peaks on each continent—and conquering the two poles. Minamiya, who was just 20 when she achieved this, plans to go on more adventures as she completes her degree at Waseda University in Tokyo.



#### Toshihiko Niizaki

Recently appointed representative director of BT Japan. The British multinational telecommunications firm is the largest provider of fixed-line, broadband and mobile services in the UK, and currently has operations in some 180 countries. The Japan office covers security and risk management for different industries, such as manufacturing, trading and finance, and prides itself on nurturing a diverse work culture.

Our judges will put into practice their specialist experience to decide which firms and individuals should receive a prestigious trophy. And, with nominations of a very high standard having flowed into the BCCJ office, making these decisions will be a challenge. 🇬🇧

The five 2018 BBA categories are:

- Company of the Year
- Entrepreneur of the Year
- UK-Japan Partnership
- Diversity and Inclusion
- Social and Environmental Contribution

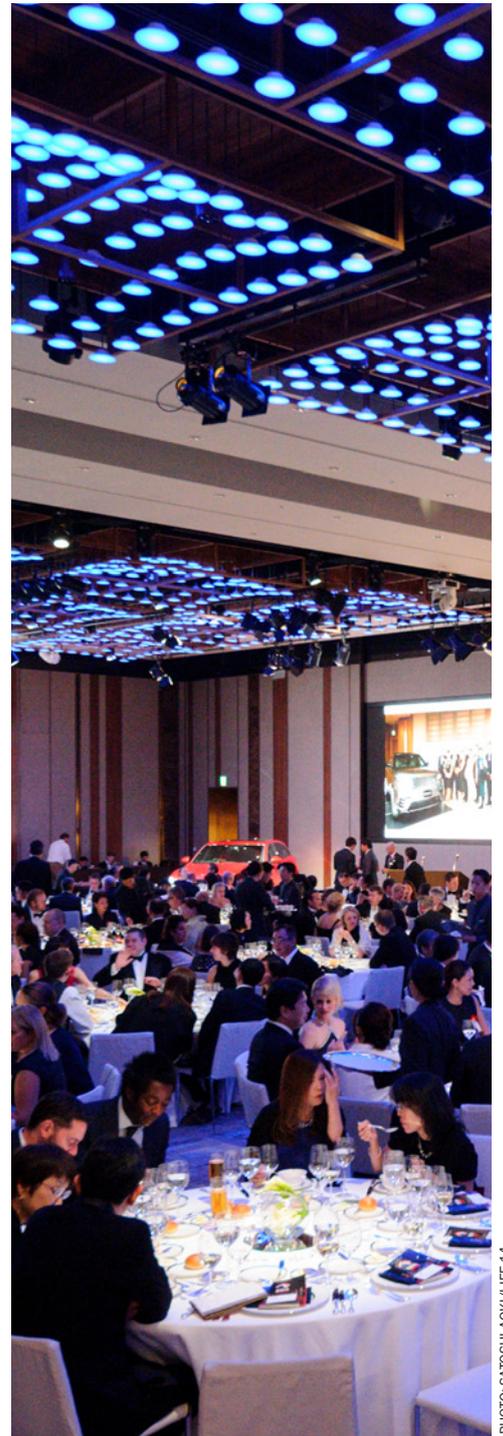


PHOTO: SATOSHI AOKI/LIFE14

# PAST, PRESENT AND FUTURE

A conversation with Lori Henderson MBE, BCCJ executive director

BY JORDAN ALLEN



As part of our ongoing series marking the 70th anniversary of the British Chamber of Commerce in Japan (BCCJ), *BCCJ ACUMEN* sat down with Henderson to discuss her seven-and-a-half years in the job, her memories from leading the organisation throughout that time, and what the future holds for the BCCJ.

Shortly after starting work on 1 February, 2011, Henderson told *BCCJ ACUMEN* readers, “I feel privileged to be serving you, our members, and I am very much looking forward to exploring new and exciting territory with you during 2011 and beyond”.

Indeed, she has been breaking new ground for the chamber and its members ever since, while welcoming new firms to an organisation with a long history and heritage.

Henderson came from a background in media and communications and online education, having been in Japan since 2003. “I was asked by the then-president Philip T Gibb OBE if I would be interested in being interviewed for the post. At that time the late Ian de Stains OBE was the executive director of the chamber. He had been in the position for about 25 years, and was having to pull back a little for health reasons”.

Concerning de Stains’ initial influence on her work she went on to say, “It was really an honour,

if a little bit intimidating, to take the reigns from someone who had been in the job for so long and had developed a real footprint for the chamber and its members in the UK and Japan. Ian told me ‘you’ll find your own way’. He became, very quickly, a trusted mentor and friend”.

Changing industries and joining the chamber presented both challenges and opportunities. “The Executive Committee had given me a very clear remit, which was to rebrand, repackage and enliven the entire organisation. So I knew coming in exactly what it was I had to do. I had to disrupt! While I was inheriting a really successful and influential organisation, I was aware it was suffering from some communication challenges and wasn’t quite getting its message out in the way that it should or deserved”.

She recalled her first months in the job. “It was a steep learning curve. You can imagine—there was almost 60 years of history to get my head around and, at that time, about 180 member firms to meet and get to know”.

One of the major events that Japan and the BCCJ faced, six weeks after Henderson took up the position, was the Great East Japan Earthquake and tsunami on 11 March, 2011.

In the aftermath of the disaster, Henderson and the BCCJ Operations Manager, Sanae Samata, focused on keeping open communications with

I knew coming in exactly what it was I had to do. I had to disrupt!

members and the wider ecosystem. “Phone lines had gone down, so social media feeds became a life-line. Luckily we had set up a Facebook page just two weeks prior to the disasters.

“So now, we were posting, among other things, information from the UK’s chief scientific advisor, Sir John Beddington, to help us make sense of the nuclear situation that was developing in Fukushima. At the same time we could engage with companies like GSK and Unilever to ship products and people—volunteers—into the affected region. Meanwhile in Tokyo, we wanted to operate on the basis of business as usual”.

A team from the BCCJ soon travelled to stricken parts of the Tohoku region to help with relief efforts and, later, based on feedback from local communities, set up the Back to Business programme to help SMEs get back up and running. It is for this work she received an MBE in 2013—which she was quick to point out was a medal for everyone who contributed to the B2B initiative.

## Showcase

Seven and a half years on, Henderson reports that life at the BCCJ is never dull nor quiet. “Every day



In 2011 BCCJ members assisted with cleanup efforts in Tohoku.



UK-Japan 21st Century Group and BCCJ members met Prime Minister Shinzo Abe (front, centre) in 2016.

is different, because what members need on any particular day is different.”

The chamber produces more than 40 business exchange and networking events and activities per year, and I ask her which of these have been the most memorable.

“Is it too early to mention David Beckham?” she jokes. “That was honestly a... real career highlight for me, just before taking maternity leave; we had the opportunity to host one of the world’s sporting greats at a very small, closed venue in Tokyo, inviting students and parents from the British School in Tokyo, a long-standing BCCJ member organisation, to connect with a youth team from Kumamoto who’d managed to achieve great results despite the earthquake in 2016.

Away from sporting legends, it is the BCCJ’s flagship annual gala event which holds a special place for Henderson. “The British Business Awards has become a genuinely impactful showcase for UK–Japan business relations, bringing together 400 people to celebrate and connect under one roof”.

“In the 11th year of this ceremony, over 100 companies now donate their time, energy, services, goods to make the magic happen for our community. Behind the scenes, a diverse line up of judges from business, academia, media and government are judging in a fully transparent and insightful way (page 24). It’s really quite a special project — if a lot of work for our team!” she added.

### Social agenda

Aside from events, Henderson is keen to stress the BCCJ’s daily, ongoing commitment to diversity and inclusion, and the chamber’s D&I programme, launched in 2012 initially as a response to the very male-dominated business landscape in Tokyo.

“Very early on though, we realised the value of diversity as an innovation driver. Therefore we decided not to have a gender diversity focus,



or establish a women’s group. For me, this has never been about ‘women in business.’ Observing macro global trends, we genuinely wanted to shine a spotlight on the development of diverse groups in the workplace in Japan, the LGBT community, people with disabilities, Gen Y and, of course, women as well”.

She smiles when she recalls her initial interview with Excom: “I recall telling them that they were viewed as a bunch of stuffy old white men in suits. I’m sure they didn’t quite know what they were getting into!”

As for diversity and inclusion in 2018, “We want the chamber to represent—and genuinely be a diverse and vibrant base for—doing business, because I think that’s something that Japan and other countries, including the UK, are lacking,” she adds.

### Innovative environment

So what does the future hold for the BCCJ? What challenges and projects does the chamber face?

Henderson said the main challenge is operating sustainably: “Managing our ambition around macro-economic topics and the global sporting events coming to Japan in 2019 and 2020 with our limited human resources. Honestly speaking, that’s the biggest challenge we have. We want to do more and more each day to help connect members with exciting opportunities”.

She recalls her initial interview with Excom: “I recall telling them that they were viewed as a bunch of stuffy old white men in suits.”

Looking to the future, Henderson said the chamber’s 5.0 Project is set to make an impact. To be launched in early 2019, the project name refers to the fifth stage of human evolution, and the scheme will see the chamber embracing a world of work where humans and robotics, artificial intelligence and digitisation live in harmony.

“The three pillars of our 5.0 programme are diversity and inclusion, digitisation and socially responsible business,” Henderson explained. “Those main drivers uphold the 5.0 Project, which has a bigger mission: to connect our members and member firms to ‘a future of innovation and inclusion.’

“Once again, we’re looking to diversify what the BCCJ is and how it can partner with Japan and its businesses in order to create a more innovative environment for all.

Henderson said she had two hopes for the BCCJ. Firstly “I’d be delighted if the BCCJ could play a part in shaping Japan–UK free trade agreement negotiations and help define the narrative of what comes post-Brexit,” she said. Secondly, “I’d like to see some tangible societal change being effected by the chamber and our international chamber partners in the area of workstyle innovation, workforce reform, and wellness. Surely there is an upside to us all being happier at work?”

And given how information is nowadays so freely available and networking can be done online, I ask Henderson whether she thinks the chamber will still be relevant in the future. She’s determined.

“Absolutely. I believe that in many ways the chamber becomes even more relevant as digital technologies move apace, because member companies and the people who work there ... want to feel like they’re part of something real, something bigger, and something that has a real purpose. 🇬🇧”



With former US Ambassador to Japan Caroline Kennedy, celebrating British and other international entrepreneurs.



Meeting David Beckham is a career highlight.



In 2018 Henderson attended the International Conference for Women in Business as a moderator.



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# VACUUM UP COOL STUFF FOR YOUR PRESENTATIONS



BY DR GREG STORY

**D**o you have one of those diaries that includes a daily quotation on the page? Or maybe you subscribe to a service that sends you uplifting quotes? I have noticed that social media is also a great hunting ground for cool quotations, as people share them around. We probably note these and then move on with our lives. For the presenter though, these are gold. We need to be collecting these sound bites to lob into our presentations.

We might kick off the talk with a pithy quote or perhaps end with one. This is a great way to start proceedings by setting the intellectual frame of reference for the audience. Get them thinking and pondering about what we are saying. Ending with a great quote is like an excellent dessert after a great meal, we leave feeling better.

Conveniently there are books of quotations in general and then there are collections of quotes

**We need to be looking for evergreen tidbits, because news rapidly becomes irrelevant.**



from leading individuals. If Winston Churchill had received a buck for every time he has been quoted, the sum would dwarf the wealth of the robber barons from Silicon Valley. The point is, there is no shortage of material, only a shortage of imagination and awareness about using it.

## Evergreen tidbits

The daily news is usually a tedious and depressing rendition of distant disasters, deadly deeds and dirty tricks being orchestrated somewhere on the planet. It is also a good source of interesting tidbits we can inject into our talks to assist us in making a key point in our argument. Instead of just using it for the wrapping up of the vegetable peelings and fish bones, scan the pages for more gold. I find using a pen to mark an article helps me to locate it later and then cut out the piece that attracted my interest. Then it heads off to the rubbish.

We need to be looking for evergreen tidbits, because news rapidly becomes irrelevant. We may not have a convenient speaking spot looming on the horizon to coordinate with our little explosive. Capture the tidbits for later use.

You might be thinking, “I don’t fancy trying to store all these random bits of newsprint, getting dusty and tatty somewhere in the house”. But these days, we can take a photo with our phone, upload that to a cloud corral like Evernote and store it there. Usually we are after short bits of fierce and fiery additions to our text, to illustrate a point we are making, so we don’t need the whole article.

## Memorable

Other speakers are also occasionally a good source of quotes and stories. Let me give an

example of one I heard recently. Masatsugu Nagato, the head of Japan Post, was relating a tale about former Prime Minister Yoshiro Mori. Mori probably spent more time playing rugby than studying English when he was a lad, so his linguistic challenges were many.

Japan was hosting a G7 summit meeting in 2000, and he had to greet all the heavy hitters as they arrived. His minders had been working him over, to be able to get out a couple of simple phrases without the aid of interpreters. You can sense impending disaster already, can’t you?

The phrases were, “How are you”, to which most people would say, “I am well, thank you”, or something similar, and Mori would reply “me too”. This is the normal give and take and nothing too exotic or overly ambitious.

So Bill Clinton rolls into town and, rather than following the script, Mori says “Who are you” by mistake, to which Bill says “Hilary’s Husband” and, without missing a beat, Mori says “Me too”. Bill carries on with “Good luck” and moves on inside.

Now that was a great story and Nagato had very cleverly worked that into his topic, which had nothing to do with that G7 episode. We all laughed and felt good about Nagato and his talk.

This was no accident. He had calculated this as a way to relax his audience and win them over to his side. It worked like a charm.

My point is, we are all swimming through a daily storm tide of quotes, tidbits, curiosities and stories which we can purloin and insert into our presentations. This will make us more memorable and spice up our talks. All we have to do is open our eyes, start looking for them, then reach out and nail them down for future insertion. 🍷

# LIVING THE DREAM

Three British brands meet for mission to crack Japan

BY JORDAN ALLEN



A £1.5mn Aston Martin DB6 Volante, one of only 38 made, was displayed at the event.

British products are often said to enjoy a certain level of credibility and desirability in Japan, a country which is also fond of luxury items and brand names.

With that in mind, three British brands recently teamed up to hold an event in Tokyo's fancy Aoyama district, with the aim of showing off what the UK is offering in terms of quality, luxury goods.

Representatives of Johnnie Walker, Hackett and Aston Martin gathered at the House of Aston Martin to show off Blue Label whisky, tailored suits and luxury cars, respectively, to a select audience of Japanese consumers.

Ayato Bence Kaneko, Johnnie Walker's brand ambassador for Japan, took guests on a tasting experience, aided by a display showing a virtual journey of its high-end Blue Label scotch.

Giving each participant a generous measure of the drink, along with a glass of ice-cold water, he gave instructions on how to sample the whisky, and what flavours and aromas to look out for at different stages of the tasting.

He explained the experience to *BCCJ ACUMEN*: "We came up with a movie that takes consumers

on a journey through Scotland to really experience the depth, as well as the different characters and flavours, in the Johnnie Walker Blue Label."

Kaneko said that his goal was to help more Japanese people understand the brand's premium offering. "A lot of people know about Johnnie Walker Black Label here in Japan. Not many people know about Johnnie Walker Blue Label, which is a more rare blend."

"Black Label has a lot of events in the year, in different parts of Japan, with a lot of consumers attending those events. As for Blue Label, to keep it as a luxury scotch whisky, we really focus on those consumers who are really willing to enjoy Blue Label in their lives," he added.

## Luxury lifestyle

So that's the luxurious beverage market taken care of. What about clothing?

For that, the event welcomed Graham Simpkins, the global head of tailoring for Hackett, and a range of cloth sample books and gentlemen's suits.

After an explanation of what Hackett offers—traditional English cut suits using mostly

Yorkshire cloth, with the promise of something extra should the customer want it—Simpkins sat down to discuss luxury tailoring.

"You can't rush quality. Quality is time, it's labour intensive, and it's about the attention to detail. So if you want something ... high-end and very well made, you have to wait," he said.

"The Japanese customer and the Japanese market love quality. They don't want to cut the corners, they want the very best," he added.

He explained that selling suits in Japan can be a very particular business. "In Japan they want attention to detail and, more importantly, they want it to be different compared to everywhere else. They don't want to be run-of-the-mill, they want to be exclusive, they want to have that quality. So we have to change our collection to accommodate that."

Displaying two cars—one new, one classic—prominently upstairs at the venue, BCCJ member Aston Martin also showed off one of its master designers, who sculpted a car from clay as the guests watched.

The company's Senior Manager for External Relations Will Farquhar said the event was a good



One of Aston Martin's designers crafted a car from clay.



Guests had a journey with Johnnie Walker Blue Label.



Graham Simpkins of Hackett described creating a suit.

opportunity to showcase real British luxury. “We have a global tie-up partnership, Aston Martin and Hackett. So there was a good fit between the tradition of suit-making, the hand-craftedness, the making of the whisky, obviously all Aston Martin cars are hand crafted in Britain, we thought this was a good opportunity to showcase some of the best luxury goods coming out of the UK.

“The three brands together, we thought were a good match. They represent British gentlemen’s lifestyle, luxury lifestyle. The brands, particularly Johnnie Walker and Aston Martin have a very long history and tradition”, he added.

### High quality tradition

So the brands can certainly deliver luxury in spades. But how big a market is Japan for the three brands, and for luxury British goods in general?

Kaneko answered honestly, “not as big as, let’s say, the United States, which is number one in the world, for Blue Label especially”.

“Scotch whisky is growing a lot in Japan since they’re out of Japanese whiskies at this point”, he added, referring to the recent shortage of locally produced whisky reported in Japan.

For Simpkins, Hackett is also looking at Japan as a growing market for the brand.

“We personally believe it is a massive market. It is the doorway to the whole of Asia and China and so forth, if you can get the Japanese market right. The client out here is very, very concerned—they know what quality is and they know what is good quality”, he said.

“Japan is a very important market—that is why we are looking to do a lot more going forward. We have been treading carefully because it is a big investment, but we are now very confident that we are going to roll out a lot more”, he added.

Farquhar, meanwhile, said that, for Aston Martin, the timing is right to be active in the Japanese market.

“I think Japan is a market that really appreciates a high quality tradition, hand-crafted. I think the Japanese consumer is willing to pay a premium for high quality goods and I think, also at the moment, particularly in Tokyo, this is a luxury goods market.

“This is also a country that has a certain affinity with the UK and seems to love Britishness, so I think this is an excellent time to be selling British luxury goods in the Japanese market”, he said.

“There is a certain affinity for the UK—for its music, for its culture, for its respect of tradition, and I think similarly there is interest [in Japan] in the UK now. Japan is very, very popular.” Farquhar added.



Hackett creates traditional suits from the finest British cloth.

And what does the future hold for our three brands in Japan?

For Johnnie Walker, 2020 marks a special anniversary for the brand. As Kaneko explained, “John Walker, the founder of the brand, started blending in 1820, which becomes 200 years in 2020, when the Tokyo Olympics will come, which is going to be a really exciting year.

“I think it’s going to be really big for Blue Label as well—we are planning on doing something really special”, he said.

Simpkins also sees a bright future for Hackett in Japan: “The future is very, very bright, we are really

“We personally believe [Japan] is a massive market. It is the doorway to the whole of Asia ... if you can get the Japanese market right”.

excited about Asia and Japan and we are about to, hopefully, open more stores so we can offer the client in Japan more locations, so we can spread our brand presence across Japan to get more brand power out here”.

“We have an excellent future here,” said Farquhar. “We are expanding the brand, we are gently pushing the brand, we are particularly targeting the female consumer with our new cars that we are developing.

“We are bringing out an SUV in 2019. You’ll see a number of special, developed cars every year, and I think the future looks bright and long may it continue.” 🍀



Aston Martin displayed one of its latest models at the event.

# ARTS

## UK EVENTS IN JAPAN

COMPILED BY  
KIYOKO MORITA

### 1 UNTIL 11 NOVEMBER

#### TARTAN

Tartan, the original pattern from Scotland, is very popular across the world among men and women of all ages. And it is not simply just a design—every tartan has a name and a particular meaning, depending on its region of origin. There are more than 100 different plaid fabrics on display, as well as art works related to tartan.

PHOTO: AFTERNOON DRESS C.1865 KOBE FASHION MUSEUM

#### Kobe Fashion Museum

2-9-1, Koyochonaka, Higashinada, Kobe, Hyogo  
10am–6pm (last admission 5:30pm)  
Adults: ¥1,000  
[www.fashionmuseum.or.jp/english](http://www.fashionmuseum.or.jp/english)  
078-858-0050

#### Free tickets

We are giving away five pairs of tickets to this exhibition.

### 2 31 OCTOBER– 8 NOVEMBER

#### Paul McCartney, Japan 2018 Freshen Up Tour

The iconic British rocker will make a triumphant return to Japan in October and November. The tour is McCartney's first since he released his album, *Egypt Station*, and his first world tour since the *One on One* tour ended in 2017.

#### Tokyo Dome

Tokyo Dome City, 1-3-61 Koraku, Bunkyo-ku, Tokyo

#### Ryogoku Kokugikan

1-3-28, Yokoami, Sumida-ku, Tokyo

#### Nagoya Dome

1-1-1 Daikominami, Higashi-ku, Nagoya, Aichi

Various times

Adults: from ¥14,500

<http://freshenup-japantour.jp>  
0570-550-799

### 3 2–11 NOVEMBER

#### Alice's Adventures in Wonderland by Christopher Wheeldon

The National Ballet of Japan is joining forces with the Australian Ballet to present Christopher Wheeldon's *Alice's Adventures in Wonderland*, first performed by the Royal Ballet in 2011. It is based on the famous story by Lewis Carroll.

#### OPERA HOUSE

The New National Theatre, Tokyo  
1-1-1 Hon-machi, Shibuya-ku, Tokyo  
Various show times  
Adults: From ¥4,320  
[www.nntt.jac.go.jp/ballet/alice](http://www.nntt.jac.go.jp/ballet/alice)  
03-5352-9999



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Winners will be picked at random.



4  
**8-25 NOVEMBER**

*No Man's Land*

*No Man's Land* is by exemplary 20th century playwright and Nobel laureate Harold Pinter. This work was performed at the Royal National Theatre in London in 1975, directed by Sir Peter Hall.

Jitsunashi Satoru makes his debut as director at the New National Theatre this season, having worked on the script together with leading Pinter scholar Kishi Tetsuo.

**The New National Theatre**

1-1-1 Hon-machi, Shibuya-ku, Tokyo  
Various show times  
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(among other locations)**

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Various show times  
Adults: ¥1,800  
<https://johnnyenglish.jp/>  
050-6868-5068

6  
**FROM 9 NOVEMBER**

*Bohemian Rhapsody*

Biographical film about the British rock band Queen, focusing on lead singer Freddie Mercury's life leading up to Queen's Live Aid performance at Wembley Stadium in 1985.

PHOTO: © 2018 TWENTIETH CENTURY FOX

**TOHO Cinemas Kinshicho  
(among other locations)**

Olinas Mall 4F, 4-1-2 Taihei, Sumida-ku, Tokyo  
Various show times  
Adults: ¥1,800  
[www.foxmovies-jp.com/bohemianrhapsody/](http://www.foxmovies-jp.com/bohemianrhapsody/)



5  
**FROM 9 NOVEMBER**

*Johnny English Strikes Again*

Spy action comedy film directed by David Kerr. It is a sequel to the 2011 film *Johnny English Reborn* and the third instalment of the series.

After a cyber attack reveals the identity of all the active undercover agents in Britain, English is forced to come out of retirement to find the mastermind hacker.

PHOTO: © 2018 UNIVERSAL STUDIOS AND STUDIOCANAL SAS





UK-JAPAN EVENTS

1 Centre: Secretary of State for Foreign & Commonwealth Affairs Jeremy Hunt MP visited Tokyo Governor Yuriko Koike on September 18. From left: Rebecca Bell, Mr Hunt’s private secretary; Kate White, Foreign & Commonwealth Office (FCO) director Asia-Pacific; Edward Jones, special advisor to Mr Hunt; Richard Moore, FCO director general of political affairs; and British Ambassador to Japan Paul Madden CMG.

PHOTO: SIMON FARRELL/CUSTOM MEDIA

2 Lloyd’s of London CEO Dame Inga Kristine Beale, Tokyo Governor Yuriko Koike, and British Ambassador to Japan Paul Madden CMG spoke at “A Diverse and Inclusive Tale of Two Cities,” presented by the British Chamber of Commerce in Japan (BCCJ), British Council Japan, and Lloyds Japan at the British Embassy Tokyo on October 10.

PHOTO: BRITISH EMBASSY TOKYO

3 Equiom Solutions’ Managing Director Helen Woods leads a lively discussion on women in leadership at the office of the British Chamber of Commerce in Japan on 14 September. Woods, who manages a team of tax professionals, was visiting Tokyo as part of a wider tour of Asia.

4 Representatives of chambers of commerce of 11 of the 19 nations set to play in the Rugby World Cup 2019 present a certificate to the event’s organising committee, pledging support for Japan’s delivery of the tournament. The pledge certificate, attributed to the Rugby Alliance, which includes the BCCJ, was handed over at an event at Tokyo’s Happa-en Garden on 19 September.

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



5



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**5** Lord-Lieutenant Tim Stevenson OBE (left) presents the Queen's Award to James Lawson, chairman of Intralink. The honour recognises "outstanding achievements by UK businesses" in overseas trade, innovation, sustainable development and social mobility. Intralink helps British and other firms expand into Japan, China, South Korea and Taiwan.  
PHOTO: INTRALINK

**6** Professor Chizu Nakajima receives a commendation from Japanese Ambassador to the UK Koji Tsuruoka for her work with the British Japanese Law Association, a body which has helped to develop ties and understanding between the UK and Japan.  
PHOTO: EMBASSY OF JAPAN IN THE UK

**7** Scott Hopkins receives a commendation from Ambassador Tsuruoka, also for his work with the British Japanese Law Association. The organisation was established in 1998 and assists people engaged in law and justice in the UK and Japan to exchange knowledge and experiences.  
PHOTO: EMBASSY OF JAPAN IN THE UK

**8** Calligrapher Kamari Maeda at work in the National Museum, Cardiff, on 4 August as part of the museum's Kizuna exhibition on Japanese culture.  
PHOTO: MAEDA KAMARI

**9** Japanese Ambassador to the UK Koji Tsuruoka meets members of the Japan Maritime Self-Defense Forces, who were visiting Portsmouth, Hampshire during their round-the-world voyage.  
PHOTO: EMBASSY OF JAPAN IN THE UK

**10** Members of The British School in Tokyo's choir pictured on their recent tour of Hong Kong.  
PHOTO: THE BRITISH SCHOOL IN TOKYO

# NEVER HEARD OF JOSH WHITEHOUSE?

You have now.

BY GUY PERRYMAN MBE

PHOTO: MODERN LIFE IS RUBBISH

**Y**ou may well have seen Josh Whitehouse as a model in a glossy fashion campaign or as an actor on the big and small screens, or heard him performing in one of a variety of music projects. If you haven't yet you shall do soon, as this British musician, model and actor's star is rapidly rising.

I met Whitehouse at the Tokyo premiere screening of *Modern Life is Rubbish*, a film in which he plays the lead role of a struggling musician going through a breakup with his girlfriend.

It is a very British film with London locations, a Britpop soundtrack and cheeky sense of humour. Whitehouse says, "Essentially there is a huge theme of it being a love story to England as well as a love story in itself".

The premiere screening was Whitehouse's first public appearance in Japan, and there was no shortage of fans screaming out for his autograph. On stage, the audience saw not only a handsome face—which has obviously been a big help on his career trajectory—but also a surprise performance of two songs from the film.

## Organic path

Music is a driving factor in Whitehouse's life and *Modern Life is Rubbish*, and '90s Britpop fans will notice the film's title is taken from a Blur album.

You'll hear a lot of British indie music in the film plus original music written and performed by Whitehouse as the character Liam with the fictional band Head Cleaner.

"This film was very important to me. I had a bit of an unusual introduction to acting—I was

playing a gig with my band and I got scouted at the end of the gig to cast for a modelling job, and I got the job. The director of that shoot was Elaine Constantine, who approached me afterwards and said she was working on a film she'd been writing for 15 years and asked did I know about Northern Soul music?

"She invited me to learn to dance and said if I were to get good at the dancing, perhaps I could be an extra; perhaps I could have a line in the film. I went along to these dance classes and ended up doing it for two years.

"She started sending me to acting coaches and I didn't fully realise the magnitude of what she was doing, but she was moulding and shaping me to see if I was able to be this character in this film. It was only in the last couple of weeks in that two-year period that she offered me a role."

The film is *Northern Soul*, written and directed by Constantine with Whitehouse in his first on-screen acting role as a soul music-loving DJ.

He recalls: "We kind of had to battle for it in a way because, as an inexperienced actor, there wasn't the greatest faith from some people on



Guy Perryman met Josh Whitehouse while he was in Tokyo promoting *Modern Life is Rubbish*.

“I had a very lucky opportunity to start a career as an actor, so I have been trying to honour that by giving it as much hard work and attention as I possibly can.”



Whitehouse plays a musician in *Modern Life is Rubbish*. PHOTO: MODERN LIFE IS RUBBISH

board that maybe I'd be able to pull it off. But she had faith in me and so I thank her for everything in that sense”.

Whitehouse continued to perform in his band and then landed the perfect role. “When *Modern Life is Rubbish* came along, it was a very big step to prove to myself that I could play a lead role without having two years of prep with a director.

“Fortunately I was playing a struggling musician, which is what I was, so I felt like I'd done a lifetime's worth of backstory prep in many ways”.

Whitehouse's career has taken an organic path with one project leading to another. Another big step was being cast in a high profile short film for British fashion house Burberry.

It was directed by Steve McQueen CBE, winner of a BAFTA, an Academy Award and a Golden Globe for his 2013 film *12 Years a Slave*. Talking about the experience, Whitehouse says “That was quite an explosive job to get as my second role, and I was very honoured and excited to have been a part of that. And certainly with Burberry's reputation for helping artists and musicians and creatives who are relatively unknown break out, it was something I was very happy to be involved in”.

Whitehouse is under no illusion about the lucky breaks he has had. “It's such a tough game being an actor, so many people are out there working and being really brilliant at it, and I had a very lucky opportunity to start a career as an actor, so I have been trying to honour that by giving it as much hard work and attention as I possibly can”.

#### Greater passion

The hard work is paying off for Whitehouse and landing a role in British TV series *Poldark* was a momentous stamp of approval.

“When that came through and I got the job it was actually then I was like “This is the BBC, I've just got hired by the BBC, that means I'm an actor!” he remembered, laughing.

“Not to say anything against indie films, but I'd only done indie films up to that point, and as far as I was concerned I was just lucky and I was rolling with it, but there's something about being hired for a television show that will be aired on BBC”.

But it is music Whitehouse keeps coming back to. “I feel like everything else is more of a career path, but regardless of what happens I'm still going to want to make music. Always”.

Whitehouse has various music projects on the go: his band, More Like Trees; solo work; and collaborations, including a 14-piece hip hop band.

I wonder if he feels most creatively free with music, considering that, as an actor or model, you are presenting characters created by someone else and reading other writer's words. He confirms my suspicion.

“That's exactly what it is, yeah, and why I've always explained that music would be my greater passion. It's entirely your expression, your ideas, I'm the director, I'm the writer, the creator.

“It's often a way to unload something that bugs me, or maybe a personal issue. I've had anxiety at times in my life and sometimes it's a way of overcoming that”.

We ended the conversation with a music anecdote when I asked if Whitehouse has a particular song that instantly transports him back to a time and place.

“Yes. There's a song called *Cecilia* by Paul Simon and, when I was about three or four years old, I used to really love that song and I would play it really loud. One day, I phoned the police because it was the only phone number I knew. I called 999 and I blasted that song down the phone to them, and I thought nothing of it.

“But later on, I had my mum coming up to me going, ‘Joshua did you call the police and play them *Cecilia*?!’” Laughing, he adds “So every time I hear that song, I remember when I called the police and made them listen to that.”

I remarked that there's an officer somewhere who must remember that, too. “Yeah, I hope so”, Whitehouse agreed. Perhaps, too, the police officer might discover that a certain anonymous caller is now this rising British star. 🇬🇧

#### JOSH WHITEHOUSE

- Born 27 February, 1990 in London, England.
- Singer songwriter in band More Like Trees.
- Actor in films *Northern Soul* and *Modern Life is Rubbish*, and BBC television series *Poldark*.
- Model in Mr Burberry short film directed by Steve McQueen.

# FORE! TWO MEN PLUS TWO TRIUMPHS

A bike tour of Japan's golf courses

TEXT AND PHOTOS BY ROB RUSSELL



The bikes were taken to meet some of their siblings at the Triumph dealership in Kobe, Hyogo Prefecture.

In the September issue of *BCCJ ACUMEN*, Rob Russell gave a brief history of British motorcycle manufacturer Triumph and the competition it faced from Japan. In a follow-on to the article, Russell sets off with a friend on two Triumph motorcycles for an epic trip around Western Japan. This is his story.

**T**his trip was only possible because of the generosity and far-sighted thinking of Chie Okamoto of Paddock Motorcycles in Tsuyama, Okayama Prefecture.

Paddock was started by Okamoto's parents in 1976, and is now a thriving Triumph dealership that also runs guided motorcycle tours around Japan.

Fellow Brit Bill and I were to be the first to use Paddock-supplied Triumph Tiger 1050cc bikes for a self-guided tour of eight prefectures in Western Japan. To add to the fun and give a theme to the trip we planned to play golf at a different club every second day, sending the clubs ahead by door-to-door parcel delivery.

## Shimane

We spent the first (and last) night at Nishilma 25, a wonderfully traditional Japanese house now run as Tsuyama's first licensed Airbnb by local artist Yuko Sakurai, whose pieces adorn the walls

and whose breakfast of seasonal peaches, ginger yoghurt and homemade bread with *yuzu* jam set us up perfectly for the first day's golf.

This we played at nearby Kume Country Club, where I took an early 5-3 lead, using our unique Brits on Bikes handicap/points system, and some friendly retired locals admired the bikes and invited us to have coffee in the clubhouse.

Afterwards we rode 120km into the setting sun to the beautiful Tama-tsukuri Onsen and checked into the excellent guest house Aobato no Su, where we enjoyed the natural hot spring baths and were treated to an impromptu *shamisen* performance by the manager.

The next day we visited Shimane Winery (no swallowing during the tasting, sadly) and rode to the Lighthouse at Cape Hino, Izumo, which, at 68m above sea level, is the highest in Japan. Charmingly, we were asked to take our shoes off before climbing the 150-plus spiral steps that lead to the heady view from the top.

We then headed west along the San'in Expressway and quickly covered the 150km to the Yamaguchi border.

**It takes two exceptionally daft Brits to play golf ... in 37 humid degrees of August heat.**

## Yamaguchi

The ride along the Japan Sea coast road through Yamaguchi Prefecture to Hagi, again into the setting sun, is one of the most sublime motorcycling experiences I have ever had.

Sooner or later, every biker who has both a soul and a love of speed will face a dilemma: do I go fast and enjoy the winding road and the absence of other traffic, or do I slow right down and soak in the breathtaking views? I have to confess that the speed demon got the upper hand at one point, but we also slowed and stopped to take pictures of the quirky coastal islands, crystal clear water and grey herons and to enjoy the beauty and serenity.

Then we slept carefree in the clean and accommodating, but oddly named Royal Intelligent Business Hotel in Hagi after two ¥798 pitchers of irresistibly refreshing lemon sours.

Thus rejuvenated, we got up early and headed to the scruffy, but very likeable, Yuda Country Club in Yamaguchi for the next round of golf.

They say mad dogs and Englishmen go out in the midday sun, but it takes two exceptionally daft Brits to play golf on the side of a mountain in 37 humid degrees of August heat. The result was another win for me: now 11-6 ahead and Bill's starting to feel it's time to raise his game.

After golf we rode a short distance to the Green Rich Hotel at Yuda Onsen and, acting on



The lighthouse at Cape Hino is Japan's highest at 68m above sea level.



Nishilma 25 provided the first and last nights' accommodation.



The journey through Hiroshima Prefecture skipped the city.

a recommendation, walked to what turned out to be the trip's best restaurant—Isokura Izakaya—where we had local seafood, fresh baby corn, mouth-watering spare ribs and *saijyo yaki* salmon washed down with cold beer and Yamaguchi sake.

### Hiroshima

During the planning of the trip, we decided to skip the city of Hiroshima, which we had both visited, and instead explore some less well known parts of this vast and mostly rural prefecture.

Getting clear of the urban sprawl and off the highway, we trundled along the pretty, but traffic light-dense coast road.

We then paid ¥560 to cross two glorious bridges onto the remote Kami-kamagari Island where we checked into a quaint waterfront guesthouse. The owner not only gave us the run of the place, but acted as taxi to the most amazing local fish restaurant where we dined on the local specialities: *tai* (sea bream) *sashimi*, *iwashi* (sardines), *tempura*, rice, *miso* and *tebasaki* (chicken wings).

After a dusty day's riding, a before-dinner swim was irresistible. We found a remote and unattended beach along the coast where we could float in the warm water, reflect on this magic part of the world and watch the jumping fish pop up in unexpected places.

The next morning we rode an hour to the Setouchi Golf Resort, where the course is designed around the views and we voted the scene from the bath the best we've experienced in Japan.

Just before lunch, the course attendant came and rather clumsily told us to speed up our play: "go, go". Bill responded by writing down the phrase, "would you mind speeding up a little", and handing it to the desk clerk. This evidently caused excitement because, after the round, the manager, Morimoto-san, came up and thanked us for educating her staff. It turned out she had lived in England for 16 years and used to manage Essendon Country Club near Hatfield, north of London.

And in case you were wondering about the golf, after a personal best 78-foot putt for me and a 220-yard 3 wood onto the green for Bill, it was 7-1 to Bill who took a 13-12 lead—almost neck and neck!

### Hyogo

After golf at Setouchi, the TV in the lounge showed images of Typhoon 20 (Cimaron) lashing the

south coast of Shikoku. It looked to be heading right over us and for the whole of the 140km ride to Okayama City we were expecting to be drenched and windblown with the added threat that the highway would be closed to motorcycles.

With luck and the help of the rock steady Triumphs, we outran the typhoon and were safely in the hotel when it hit.

After an easy 150km ride to Kobe the next day we checked into the friendly T & K Hostel where we cooked a meal of Kobe beef with mashed potatoes and drank Okayama red wine and chatted with a Japanese biker, an Italian pasta chef and an ex-US military marshal arts enthusiast.

In the morning I woke to find a huge nail had impaled my now very flat back tyre. We rode to the attractive Nishi Kobe Golf Ground two up on Bill's bike (6-2 to Bill who takes a 19-14 lead), then tackled the puncture problem. This turned out to be no problem at all, as Paddock has the most amazing rescue service. The tyre being unfixable, they sent out the truly wonderful Kuma-san, who arrived at our hostel at 10:30pm with a new bike, cheerfully taught me how to work the panniers before introducing himself, then loaded the broken bike onto his truck and headed back into the night with a wave.

I liked the first bike, but its descendent, the 1200cc Triumph Tiger Explorer which I now

We voted the scene from the bath the best we've experienced in Japan.

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held in trust—this I loved. It was muscular and effortlessly fast with a smoother gear change.

Thus equipped we crossed to Awaji Island over the world's longest suspension bridge (Akashi Kaikyo, 3,911m), sped along it and then traversed the 1,629m Naruto suspension bridge, from which we got our first sight of the famous Naruto whirlpools. This took us out of Hyogo and into Tokushima Prefecture on Shikoku Island.

### **Shikoku (Tokushima, Kagawa, Ehime)**

From Naruto we rode along the Seto Inland Sea coast of Shikoku into Kagawa Prefecture and arrived at the attractive port city of Takamatsu.

After checking into the artfully decorated boutique Ten to Sen guesthouse we headed out in search of supplies and had a makeshift Mexican meal on the balmy starlit rooftop.

The following morning we rode south for an hour through the mountains and back into Tokushima Prefecture to Shikoku Country Club. I've become used to the 5-star hotel service at Japanese golf courses, but this was the first time I've had my golf shoes taken from the golf bag and handed to me at the check-in counter! I don't think they'd polished them, but I can't be sure.

They did have a little trouble locating our booking and seemed to hurriedly conjure up a tee time for us. This anomaly was cleared up an hour later when a different Shikoku club phoned to ask where we were. We had turned up at the wrong course! I almost regretted their flexibility five hours later as it was a clean sweep for Bill who now took an unassailable 27-14 lead, winning him what is now known as the Lionel Stanley Trophy in honour of his late grandfather and will go annually to the top Brit golfer-biker.

After a bath we headed into the setting sun for the last time and I fell even more heavily for the Tiger as we galloped for 140km along the highway through the mountains into Ehime Prefecture and that night's destination, another castle port city, Imabari, where we checked into a traditional *ryokan*.

### **Okayama**

The road back to Honshu from Imabari is known as the Shimanami Kaido (Shimanami sea road). It was another beautiful ride and a gorgeous, clear day and we stopped to take pictures and chat with the hordes of excited school children who were walking or cycling across the first and longest of the awe-inspiring bridges.

## We enjoyed the warm glow of an ambition fulfilled.

Turning east and following the Sanyo Shinkansen line for a while, we crossed back into Okayama and headed for Yakage Village. There we had an appointment with the local cable TV station outside the Pont Mouvant motorcycle cafe.

After an *udon* lunch, we rode to Aba Village and got an early night. This was just as well, since the whole village is woken daily at 6am over the loudspeaker system!

The final day's golf at the very fine, but extremely hard to get to, Nihonbara Country Club was a good one for me with a 5-3 victory, making the final score a more respectable 19-30.

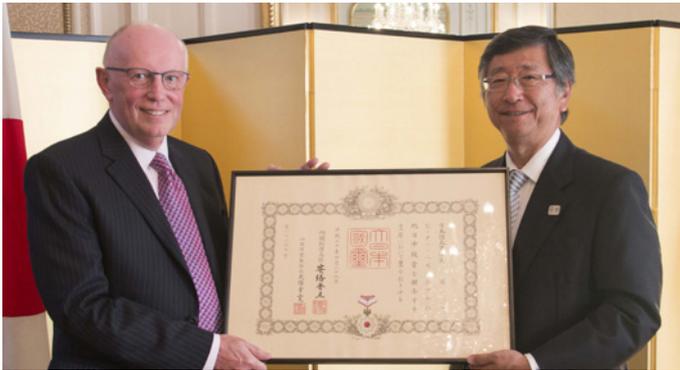
After golf there was the opportunity for one more blast on the bikes before heading back to Paddock Motorcycles. There we received, if not a returning conqueror's welcome, certainly a warm one with a barbecue on their lovely property. We were surrounded by Triumphs, hard-working and open-minded people, and enjoyed the warm glow of an ambition fulfilled. ✨



# OUR MAN IN MANCHESTER

Japan gongs its northwest consul

BY JORDAN ALLEN



Peter Heginbotham received his award from Japanese Ambassador to the UK Koji Tsuruoka  
PHOTO: EMBASSY OF JAPAN IN THE UK

**E**arlier this year, the Japanese government named six Britons in the 2018 Spring Conferment of Decorations on Foreign Nationals for their “outstanding contributions to their respective areas”.

*BCCJ ACUMEN* caught up with one of the six, Peter Heginbotham OBE, who received the Order of the Rising Sun, Gold Rays with Neck Ribbon. The former honorary consul of Japan in Manchester received the award for contributing to promoting friendly relations and exchanges between Japan and the UK for 10 years.

## What did your work as honorary consul of Japan in Manchester involve?

The core of it was promoting Japan’s interests, looking after Japanese people who wanted advice, particularly on the commercial side of the businesses in Manchester and the northwest of England. Promoting cultural activities and trying to get more interest and awareness of Japan.

## Is there a sizeable Japanese community in Manchester and the northwest?

I think the number of citizens here is thought to be less than 2,000 in the northwest. There were about 75 Japanese businesses in the core of the northwest.

## And how did you come to be in that post?

The embassy had decided to appoint a consul in Manchester; there hadn’t been one for several decades before. A year or two before I think they had been going around looking for names. I believe they got on to the chamber of commerce, of which I am a former president, and they had also spoken to the town hall. It was the town hall which actually rang the Economic Development Office and asked if I might be interested. That led to the meeting with the then-consul general.

## Had you had any real involvement with Japan prior to that?

Not as much as you might imagine. I did quite a lot of trips abroad on behalf of the chamber—not my own business—which included going to Japan, Canada,

Malaysia, Singapore and so on. I did a lot of trips to the Far East as well as into the United States and one of those had been to visit Japan.

## During your time in the post did you manage to make any trips to Japan?

I did, but as I often point out to people, my job was to be here—not there—in Manchester. I wanted to go back and the chamber and UK Trade & Investment, as it then was, were doing a trade mission in January 2013, so I went along with that.

## What line of work were you in before you were doing this?

Well, not just before but during, because being the consul is by no means a full-time job. It’s an unpaid and honorary role. A very part-time role. I am a commercial lawyer. I’m a senior partner in Manchester. I have worked at the firm my whole career, 40-odd years. I have been retired for seven years from the partnership. Now I do some business consultancy and non-exec directorship work, but I’m winding down.

## How did you come to be awarded the Order of the Rising Sun, Gold Rays with Neck Ribbon. What was your response?

Well, surprise and delight was the response. How it came about, I don’t know! You get a communication, in this case it was a phone call, from a consul general telling you that the award is going to be made to you and would you accept it. I was a bit dumbfounded and very pleased and honoured.

“The core of it was ... promoting Japan’s interests, looking after Japanese people who wanted advice”.

## Is there anything else you would like to share with us?

One of the things that was a particular highlight, for a sad reason, was last year.

After the Manchester Arena bomb, I was contacted by the embassy. Some Japanese children had done some drawings and sketches, and they had been sent for display at the embassy and then they asked me to find a suitable school to receive them.

So, I approached the school of the youngest victim of the bomb, who was eight at the time. My wife and I went and had a delightful half-day there with the school, and met the school council that is made up of primary school children and we presented these drawings.

The school is making a project out of this and there is going to be an event. It was quite a heart-warming thing to see the British children there, receiving that and how excited they were about it and being aware of the interest of the Japanese children of a similar age. It’s that sort of thing that makes it all worthwhile. 🇯🇵



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