

The magazine of the  
British Chamber of  
Commerce in Japan

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New GSK office gives  
staff space to innovate

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Class and confidence:  
British tea etiquette tips

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# BRITISH BUSINESS AWARDS



**A-LIST**  
REAL ESTATE

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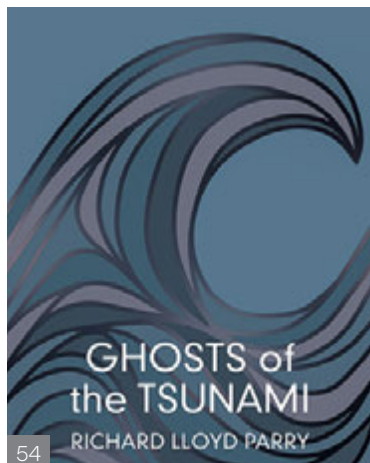
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The British Chamber of Commerce in Japan

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

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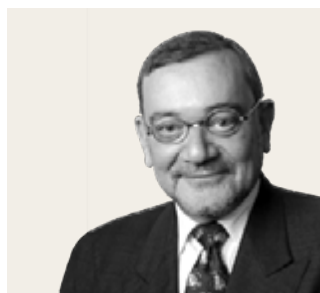
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# Embrace the future

But don't forget the past

CHRIS RUSSELL | russell@custom-media.com

As we move towards the end of the year, it is time for all manner of awards and recaps. For *BCCJ ACUMEN*, one of the former is closest to our hearts—the British Business Awards. We have covered it extensively in this issue, both in its current form (page 16) and through the story of its origins as told by Ian de Stains OBE (page 53).

I leave it to British Chamber of Commerce in Japan President David Bickle (page 15) to offer reflections on what was another fantastic event, but let me offer my congratulations to all the winners, whose success is richly deserved.

## Going digital

A building from the 19th century might seem like an unlikely venue for hearing about the future and disruptive technology, but in September the British Embassy Tokyo was just that. Part of a Fintech Summit Week—which saw a series of events take place across the capital exploring the interface between finance and technology—the embassy's UK Fintech Night in Tokyo brought together bankers, entrepreneurs, investors and government officials for an evening of pitches, networking and discussions.

As part of our coverage of the event, *BCCJ ACUMEN* had the chance to sit down with Minister for Digital Matt Hancock to ask about the government's views on fintech. Turn to page 24 to find out his thoughts on bitcoin, data protection and the opportunities for British fintech firms at a time when the sector is in an exciting stage of its development.

## New space

Innovation isn't just about ones and zeroes, however. Indeed, finding ways to create environments that are conducive to collaboration and new ways of thinking is important, too.

At the start of October, GlaxoSmithKline K.K. moved to Akasaka and into a new office that had been planned with innovation and improved engagement firmly on the agenda. On page 28, we speak to the president of the firm, Kanako Kikuchi, about how the new space realises its vision and the way this is helping employees to work better and more effectively.

## The classics

Some things never really need to change, however. On page 38, we take a look at the

“proper” way of enjoying afternoon tea with coverage of a seminar given in Tokyo by Philip Sykes, the principal of the British School of Etiquette in London. Such is the regard in which Sykes and his institute are held in Japan that some attendees had previously attended his courses—in the UK.

But the value of these lessons goes beyond knowing whether to stick out your little finger while taking a sip of your tea (you'll have to read the article to find out whether or not you should), as they offer helpful guidance on how to conduct yourself professionally as well. No wonder then that a top high street bank has employed Sykes' services.

Staying true to yourself and time-tested methods underpins our latest column from Guy Perryman MBE as well (page 51). In August, he sat down for an interview with music producer Trevor Horn CBE—the man said to have invented the 1980s. Among other things, they discussed Horn's efforts to maintain fidelity to a particular sound. As you read the piece, I challenge you not to have several hits from yesteryear pop into your head. 🇬🇧



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## Women in Business Roundtable

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

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

# MEDIA

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

## Toyota designs black cabs



PHOTO: TOYOTA

Toyota Motor Corporation has mimicked the iconic design of London's black cabs with its new JPN Taxi, *AOL* reported on 24 October.

The new model's design features include a tall silhouette, hybrid drive train, spacious interior and wheelchair accessibility. Japan's taxis are typically saloons and are best known for features such as automatic doors.

Toyota said the JPN Taxi would present "Japan as a more accessible, tourist-oriented country".

## Hitachi-built trains hit by Kobe Steel safety fears

Concerns over the safety of Kobe Steel, Ltd.'s products spread to trains exported to the UK by Hitachi Ltd., the *BBC* reported on 12 October. However, Hitachi said the trains had all passed rigorous testing.

Kobe Steel admitted that product data had been falsified to show better strength and durability than was the case, causing alarm among car, train and aircraft manufacturers.

The firm has seen its shares plunge nearly 40%.

## UK makes mark at BioJapan

A UK life sciences delegation, representing such organisations as MedCity, the Northern Heath Science Alliance and the Department for International Trade, attended the Asia-Pacific region's largest biosciences conference, BioJapan, *epm magazine* reported on 12 October.

Yokohama hosted the 2017 annual event, which aims to facilitate interaction between Japanese and global organisations. The delegation sought to promote the UK as a country open for investment, research and business.

The UK is the fourth-largest market to receive investment from Japan in the life sciences sector.

## North Wales route to attract Japanese tourists

North Wales Tourism (NWT) unveiled a new tourism route to appeal to Japanese visitors, the *BBC* reported on 9 October.

The Roads of Castles in Wonderland initiative, starting in Newtown, takes in UNESCO World Heritage sites and other attractions. NWT said it had worked closely with the Japanese Association of Travel Agents to launch the route.

Over the past two years, the number of Japanese tourists in Wales has risen 84% year on year.



Conwy, one of the route's destinations.  
PHOTO: © CROWN COPYRIGHT 2017 (VISIT WALES)

## BCCJ makes national news in top newspaper

Aston Martin Japan Limited's recognition at the British Chamber of Commerce in Japan's British Business Awards (see page 16) on 2 November in Tokyo was covered by *The Japan News*, the English-language version of the world's largest-circulation daily newspaper, *The Yomiuri Shimbun*, in an article published on 3 November.

The firm was selected as Company of the Year for a UK-Japan trade deal agreed earlier this year that could be worth £500mn over the next five years.

The article gave details of some of the other winners and the history of the awards ceremony.



Business | Lifestyle | Arts | Events  
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## Midlands firm markets *kawaii*

Derby fashion designer Alana Barker has signed a deal to be the sole UK supplier of the Japanese fashion label Liz Lisa Co., Ltd., *BDaily* reported on 9 October.

The 25-year-old founded her own label Mission Kawaii Limited, which is inspired by the Tokyo fashion district Harajuku, in March 2017. She has also signed a deal to stock Heads Co., Ltd.'s Listen Flavor brand.

Barker's 22-piece collection was first featured at Liverpool Fashion Week in October.

## Edinburgh tea firm founder invited to attend Kyoto expo

The founder of tea firm eteaket Limited, Erica Moore, has been invited to Japan, one of eteaket's biggest export markets, to attend the Kyoto Infused with Tea Expo in November, *The Scotsman* reported on 14 October.

Moore will offer advice to Japanese tea brands wanting to export to the UK, as well as introduce eteaket's two new creations: teas infused with Tomatin whiskey and Isle of Harris gin.

Moore was inspired to start her firm about 20 years ago while backpacking in Japan, where she experienced a tea ceremony.

## Dr. Martens sees 88% rise in Japan revenue



The Dr. Martens shop in Harajuku, Tokyo • PHOTO: DR. MARTENS

Airwair International Ltd.'s Dr. Martens footwear brand posted strong results in the financial year ending 31 March 2017. This was, in part, due to a major increase in Japan sales, according to the firm's press release of 23 October.

Total revenue in the country that year was up 88%, to £22mn. The leap was helped by the opening of five new shops during the period, which took the firm's total to seven. Meanwhile, e-commerce grew 118% during the same timeframe.

Dr. Martens now derives 23% of its revenue from Asian markets.

## Fukushima sake served in Parliament

Sake made in Fukushima Prefecture was served in Parliament during a reception jointly organised by the Fukushima Prefectural Government and the British-Japanese Parliamentary Group, *The Japan Times* reported on 19 October.

The reception was designed to show the recovery of the Tohoku region after the Great East Japan Earthquake and Tsunami in March 2011.

In 2017, Fukushima sake brands won the most gold prizes at the Annual Japan Sake Awards for the fifth year in a row.



PHOTO: LEE BOLTON PHOTOGRAPHY

## Kobe take on northern soul draws attention in London

On 10 October, *The Independent* shone the spotlight on Kobe's northern soul scene, focusing on the Jam Jam club and the monthly Nude Restaurant event it hosts.

Founded in 1994 by Ryo Kitaaki as a sixties club night, Nude Restaurant eventually switched to northern soul—a music and dance movement originating in the north of England—after he had visited London's 100 Club.

"During the week, I'm a salaryman", said Izumi Sawamoto, a member of the event. "Collecting, playing and listening to music like this is a huge sense of release for me".



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## Give and take

Making the most of your membership

LORI HENDERSON MBE

In Tokyo, everyone has a demanding schedule and the thought of adding even more commitments to your diary might seem insufferable. So why pledge time to your chamber of commerce?

Thanks to an ever-growing number of member firms and their talented people, the British Chamber of Commerce in Japan (BCCJ) is a meaningful hub for business development, education and networking. Being actively engaged with chamber activities shows that your firm has relevance to the wider business community. It can also return worthwhile benefits to you as a business leader.

### Develop your skills

Behind the scenes at the BCCJ there are a number of task forces in operation. These are similar to committees, but focused on specific, time-bound tasks, such as delivering the British Business Awards (page 16) or revitalising our community strategy. As well as providing networking opportunities, these task forces are excellent for supporting your own professional development.

While serving the greater UK-Japan business relationship, you can dip into new business functions and build your own brand. In tandem,

the connections you make can lead to referrals and potential partnerships that could take your business to the next level.

We would welcome your active participation in any of the following 2017-2018 BCCJ task forces: membership, events, global sports, British Business Awards, community and communications.

### Find your audience

Through the BCCJ events programme, we strive to keep your business on top of important, ever-changing issues and trends within the local marketplace. BCCJ Toolbox events, in particular, are a great platform for learning and development. These expert-run seminars on marketing, managing cross-cultural teams or niche topics, such as building resilience at work, can be of value to you and your team's knowledge base. They are also fun ways to meet new potential customers, clients and vendors.

But it's not a one-way street. If your firm is welcoming to Japan a global or regional representative, we would be very happy to consider building an event around that person, securing a senior-level audience and delivering post-event PR opportunities.

### Raise your hand

The BCCJ team is focused on helping our member firms grow and find new connections in the UK and Japan. The "magic happens" only if you are dialled into the network through communication channels and social media, and are participating in events. Paying your annual subscription fees isn't enough!

You are also invited to invest time in, and make efforts for, chamber activities. Send us an email or pick up the phone and ask for what you need. If you're a member and believe you can help the BCCJ enhance its presence, why not offer your services or time on a pro-bono basis? In supporting a large network of more than 200 firms, you can gain positive exposure for yours.

Ultimately, joining the BCCJ is valuable—provided you take the initiative to make it work for you. Do drop us a line and find out about specific ways in which you could support our small and nimble team. By doing so, you can, in turn, reap the full benefits of membership. 🇬🇧

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# MEDIA

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## TOKYO'S IMPERIAL HOTEL COMES OUT ON TOP IN SURVEY

The 4 November issue of the *Weekly Diamond* business magazine ran the results of its annual consumer preference survey of hotels and airlines. As a condition for voting, the 10,000 participants were obliged to have used the services at their own expense—as opposed to on the company tab.

The pollees were asked to give points based on evaluations of 15 criteria: reservations, check-in, location, bathroom, view, breakfast, other food and beverage services, quality of staff, atmosphere, newness, brand image, word-of-mouth recommendations, room charges, special offers and restaurants.

Ranked first in customer satisfaction again this year was the Imperial Hotel Tokyo with 655 points. The establishment was praised, in descending order, for its staff, quality of rooms, atmosphere, check-in and location.

The top 10 were rounded out by:

- Ritz-Carlton, Osaka (361 points)
- Shinagawa Prince Hotel (358)
- Tokyo DisneySea Hotel MiraCosta (301)
- Suginoi Hotel in Beppu, Oita Prefecture (258)
- RIHGA Royal Hotel, Osaka (248)
- Park Hyatt Tokyo (244)
- Hotel New Otani Tokyo (218)
- Conrad Tokyo (204)

Among the so-called business hotel chains, which have smaller rooms and fewer amenities, the top five was led by the APA Hotels & Resorts (462 points), which was particularly favoured for its locations. A cash-rebate sign-up campaign netted APA an additional 130,000 members.



The Imperial Hotel Tokyo was praised for its staff, quality of rooms, atmosphere, check-in and location. • PHOTO: IMPERIAL HOTEL TOKYO

The runners up included:

- Toyoko Inn Co., Ltd. (366 points)
- RNT Hotels Co., Ltd. (251)
- Route Inn Japan Co., Ltd. (243)
- Dormy Inn (204)

The accompanying article in *Weekly Diamond* notes that, as of September 2017, the total number of inbound arrivals this year came to 21.19mn. In terms of hotel room demand, the September figure is up 14% over that for the previous year—making the first nine months of this year roughly the same as for all of 2016.

## FIRMS LOOK ABROAD FOR DOMESTIC WORKERS

At long last, ordinary Japanese households will be able to rely on foreign domestic workers to lend a helping hand. As reported in the *Nikkei Marketing Journal* dated 1 November, in August the cleaning service firm Duskin Co., Ltd. began hiring staff from the Philippines to perform jobs in Tokyo, Osaka and other cities. Rates charged are the same as for the firm's Japanese workers.

A 38-year-old Osaka woman voiced praise for the service, telling the newspaper, "They take their work very seriously".

In their spare time, Filipinas study Japanese by reading manga or watching TV dramas.

"They are fast learners, but before coming to Japan we also invested a lot of time in preparation", Duskin executive Kazuo Okai was quoted as saying. "The plans are for them to be in Japan for effectively two and

a half years, so to make the effort profitable we will have to fill up their daily assignments".

Demand for such services means that firms are aggressively working to procure new workers. According to a survey by the Ministry of Health, Labour and Welfare, from August the ratio of workers to positions for "household living support services" (those who go to homes, as opposed to building janitor services) was calculated at 4.16 jobs available for every applicant, compared with a national average for all positions of 1.35 jobs per applicant.

Two service firms that responded to the survey said they are already employing workers from the Philippines. One other firm said it has plans to begin bringing in foreigners "within the next one or two years", and five more firms say they are "thinking along similar lines".

## FOOD MARKETS PINNING HOPES ON “GROCERAUNT” EXPERIMENT

On 29 September, a new branch of the supermarket chain Seijo Ishii Co., Ltd. opened above the underground station at Chofu in Tokyo.

After passing through displays of various processed food items and fresh groceries and meats, one arrives at a separate section of the store furnished with tables—the “groceraunt”—featuring a signboard menu illustrated with larger-than-life, mouth-watering photos of featured meals: beef burgers from native Japanese breeds, pasta with shrimp, combo meals for pizzas and steaks, and other items, at prices ranging from ¥990 to about ¥1,500.

“We want customers to be able to savour our carefully selected food ingredients with all five senses,” Masafumi Hayafuji, executive director of Seijo Ishii, told the *Nikkei Marketing Journal* (NMJ).

The concept of a groceraunt—a portmanteau of grocery and restaurant—differs from that of “eat-in”, positioning such locations as similar to the whole foods markets that have become popularised by large supermarket chains in the United States. At Seijo Ishii, customers can purchase 90% of the ingredients used in the groceraunt at the supermarket

Similarly, in the underground shopping area adjacent to Tokyo Station, an Italian-style restaurant opened at the end of August. Cleverly named EATALY Gransta Marunouchi, it is affiliated with the trading firm Mitsui & Co., Ltd..

“I can purchase the ingredients here and take them home”, a female customer told an NMJ reporter. In addition to fresh pasta, the shop sells prosciutto, various cheeses, wines and fresh vegetables grown in Japan. About one-third of the turnover is from meals served on the premises, with the remainder derived from purchases carried out by customers.

A company employee in her thirties who works nearby told the newspaper she enjoyed stopping by after work, either to dine there or purchase food items to prepare at home.

### New setting

This concept of combining dining and grocery shopping seems to have struck a harmonious chord with the Japanese, who like the idea of first tasting dishes prepared by professionals and then using the same ingredients to experiment at home.

One key factor in the development of groceraunts, the NMJ suggests, is the spread of online shopping, which challenges conventional food retailers to come up with new ideas to remain competitive.

“What we are offering is the experience of dining while surrounded by food products”, an executive of EATALY Asia Pacific Ltd. was quoted as saying.

“Supermarkets can’t only sell food items; they must become places where customers can be made to experience foods in season”, Seijo Ishii’s Hayafuji added.

Meanwhile, the NMJ notes that sales have also been growing for kits designed to save time as well as take the guesswork out of meal preparation. Demand is said to be fuelled by the growth in double-income households, which now number 11.29mn—up by 16% over a decade ago.

Food sales in Japan for 2016 were broken down into three categories: *naishoku* (eating at home), at about ¥32tn; *nakashoku* (buying pre-cooked or partially prepared ingredients to consume at home), at about ¥10tn; and *gaishoku* (eating out in restaurants, etc.), at about ¥25tn. 🍴



Seijo Ishii Co., Ltd. has introduced “groceraunts” to some of its stores. • PHOTO: SEIJO ISHII





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The British Business Awards (BBA) recognises excellence and promote success and innovation across all industries. The awards acclaim the important social contributions made by organisations

through their commitment to community, ethical behaviour and environment sustainability. SThree K.K. is extremely honoured to be a nominee for this year's awards which serves as a great testament for the work that we are doing in Japan. In addition, SThree is about to celebrate a 5th year of trading in Japan. It's been an exceptional 12 months for our Japan business: a record-breaking year in terms of performance and growth, underpinned by diversity, inclusion and work-life balance. This nomination recognises the international environment we offer our staff, the tailored and specialist approach we take to conducting business, and our ultimate goal of being successful in Japan: SThree strives to contribute towards Japanese society by living our corporate purpose; "Bringing skilled people together to build the future".

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# Loud and clear

## UK-Japan achievement honoured

DAVID BICKLE | @BCCJ\_President

**B**ig Ben's familiar chimes cannot be heard in London these days whilst the Elizabeth Tower, which houses the great bell, undergoes refurbishment. But the iconic sound rang out loud and clear in the Grand Hyatt Tokyo's magnificent ballroom on 2 November to herald the start of the 10th annual British Business Awards (BBA).

Guided by masters of ceremonies Guy Perryman MBE and Madoka Kato, 345 guests were treated to an exhilarating opening video montage of the BBAs' 10-year history, before shifting down a gear to enjoy a mouth-watering five-course dinner. Energy levels were maintained throughout by fabulous prizes from our generous in-kind sponsors and although appetites were sated by the time coffee was served, guests were nevertheless hungry to know who would receive the 2017 awards.

In the entertaining ceremony that followed, the spotlight was on our worthy winners. As always, these were drawn from a very competitive field of nominees, the quality of which highlights the strength of the foundation

on which we seek to accelerate the growth of UK-Japan business, investment and trade.

### British pride

Our BBA theme this year was the "red carpet experience". Being British, this reminded me not of Hollywood or Cannes, but of the glamour of London's Royal Opera House—home to the British Academy Film Awards. Fittingly, these were first awarded to films released in 1948—the very same year in which the British Chamber of Commerce in Japan (BCCJ) was established in Tokyo.

About 45 years later, a motion picture called *Remains of the Day* was nominated for Best Film. This, of course, was based on the book by British author Kazuo Ishiguro OBE, who was honoured as this year's Nobel Prize winner for literature. Born in Japan, but raised, educated, living and writing in the UK, his achievements have been celebrated by people in both Britain and Japan.

These plaudits are richly deserved and, following the BBA, I am delighted to report there are others—this time in the field of business—of whom the UK and Japan can also be very proud.

### Looking to next year

Whilst congratulations go to the BBA winners, our gratitude goes to the sponsors—notably Robert Walters Japan K.K., Taylor Brunswick Group and Standard Chartered Bank, Japan—without whom it would not have been possible to deliver the event. For the third year in a row though, we are indebted to Chief Executive Officer Magnus Hansson and his team at Jaguar Land Rover Japan Limited, which was our headline sponsor. If there was an award for commitment to the BBA, it would surely be theirs.

With the 2017 BBA over, the BCCJ will turn its attention to the 2018 event, which will help celebrate the chamber's 70th year. As ever, the executive team will challenge themselves to do better, so if you have feedback, please do let them know.

After all, in the words this weekend of England (and former Japan) rugby coach Eddie Jones, "We're always looking for advice from outside, because there's always smarter people than us, and we're not afraid to get smarter people to come in and tell us we're dumb". 🇬🇧

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# BBA 2017



# British Business Awards

OH, WHAT A NIGHT! SPECIAL 10TH BBA DRAWS RECORD CROWD

BY JULIAN RYALL  
PHOTOS: LIFE.14

**F**ive firms joined the hall of fame of UK-Japan commerce on 2 November, at the British Business Awards (BBA), with the enterprises recognised and applauded for their achievements in Japan.

The British Chamber of Commerce in Japan (BCCJ) was marking a decade since it celebrated its first awards, with the dazzling event attracting 345 guests—making it the largest in the chamber's 69-year history—and staged in the elegant surroundings of the Grand Hyatt Tokyo.

"The event is in its 10th year now and it is clear to me that it is going from strength to strength", said BCCJ President David Bickle.

"I'm absolutely delighted that there are more people here tonight than we have ever had at one of our events", he told *BCCJ ACUMEN*. "I see this as a platform for members and guests to help celebrate the successes and achievements that our award nominees have enjoyed in the past year. And it is absolutely right that we do celebrate those successes".

## SHINING LIGHTS

The evening commenced with a Champagne reception in the foyer of the hotel ballroom, while a gin bar operated by The Botanist—an artisanal gin crafted by the Bruichladdich Distillery

on Islay—was much in demand, even for the concoction that took a traditional gin and tonic and then fortified it with a dram of Scotch.

Guests from the 25 firms and individuals nominated for awards were invited to have their photos taken alongside a stunning smokey-grey Range Rover Velar, provided by headline sponsor Jaguar Land Rover Japan Limited, while one of the firm's Jaguar F-Pace vehicles also attracted admiring glances.

Once the ballroom doors opened, guests took their seats to the accompaniment of a musical selection performed by the Jazz Band of the British School in Tokyo.





British Ambassador to Japan Paul Madden CMG



BCCJ President David Bickle



BCCJ Executive Director Lori Henderson MBE

“Tonight shows off British firms and it is a great and important celebration of the talent we have here”.

Showing no signs of any impact from his recent switch to the early morning slot on InterFM897, Guy Perryman MBE once again assumed the role of master of ceremonies for the evening, accompanied as always by Madoka Kato.

In his *kanpai* speech, Bickle paid tribute to the nominees as “shining lights of the very best of UK-Japan business” at a time when Britain is reaffirming its commitment to a strong bilateral relationship with Japan.

Guests then enjoyed a five-course, British-themed dinner that started with smoked salmon with a citrus and fennel salad and orange dressing, followed by leek and potato soup with

a truffle mousse. After the pear cider sherbet, a tranche of roasted Angus sirloin was served, accompanied by horseradish and apple mustard potatoes in a port sauce. The meal—complemented throughout by a selection of fine wines provided by Berry Bros. & Rudd, including an excellent 2013 English sparkling wine from the Gusbourne Estate—was topped off with an oh-so-British sticky toffee pudding with clotted cream ice cream.

Surveying the business talent on display, Mark Dytham MBE, co-founder of previous BBA winners Klein Dytham architecture, emphasised the importance of the awards.

“The chamber has been doing this for 10 years now and every year it gets bigger and better. But it also just goes to show how British innovation and progressiveness are alive and well in Japan, while also demonstrating that this is still a great place to do business.

“I’ve known that for a long time and, year by year, other people are learning the same lesson”, he said. “Tonight shows off British firms and it is a great and important celebration of the talent we have here”.

“Everywhere I turn I see these stunning combinations of creative collaboration”, Dytham added. “And that is just wonderful”.

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“We only have to look at the names of the nominees to appreciate the diversity and the quality of the British business community in Japan”.

### BEST OF THE BEST

BCCJ Executive Director Lori Henderson MBE, who returned to the BBA from maternity leave in September, then got proceedings for the main event of the evening under way by introducing the British Ambassador to Japan, Paul Madden CMG.

“I have been here for nine months and it has been a very busy period with lots going on,” he told the assembled guests. “Boris Johnson came here—at just two weeks’ notice and curtailing my summer holidays—while Prime Minister Theresa May visited for talks with Prime Minister Shinzo Abe on security and business issues, and I believe that visit really helped to move the relationship on.

“Tonight, we only have to look at the names of the nominees to appreciate the diversity and the quality of the British business community in Japan”, the ambassador added. “Everyone who has received a nomination is a winner and deserves our admiration”.

### INNOVATION

The first award of the evening was for Innovation, with six firms nominated, but SciBite Limited emerged as the winner for its revolutionary data mining advances in the life sciences sector.



Madoka Kato and Guy Perryman MBE



Guests enjoyed a five-course British-themed dinner.

### COMMUNITY

Unilever Japan then proudly accepted the Community Contribution prize, for its initiatives to operate a sustainable business through its “Work from Anywhere and Anytime” and “Women Empowerment” programmes.

Accepting the prize, President and Chief Executive Officer Fulvio Guarneri emphasised that similar schemes would be easy to adopt in other member firms’ operations in Japan, but particularly “flexible hours that especially allow young mothers to combine their families and their careers”.

### PARTNERSHIP

The UK-Japan Partnership award went to STH Japan, a pioneering alliance between domestic travel giant JTB Corporation and Sports Travel & Hospitality Group, that is introducing top-class experiences for sporting events in Japan. In particular, the firm is now focusing on the 2019 Rugby World Cup and the Tokyo 2020 Olympic and Paralympic Games.

### ENTREPRENEUR

Six individuals were in the running to be recognised as the chamber’s Entrepreneur of the Year, with Ian Gibbins, founder of the Swan & Lion deli and bakery in November 2013, lifting the gong.

Gibbins expressed his appreciation for the support of the chamber and its members since his establishment in Kudanminami started selling homemade pies, salads, sweets, cakes and a range of chutneys, pickles, marmalade and lemon curd.

“Our motivation is to make great food that just happens to be British”, Gibbins said as he accepted his award.

### COMPANY OF THE YEAR

As is the tradition, the final award of the evening went to the Company of the Year, with five firms nominated for the honour. The panel of five judges selected Aston Martin Lagonda Limited for the award, with chief executive officer Andy Palmer accepting it from the ambassador.



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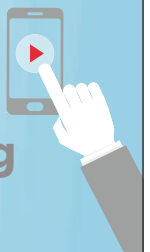
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A number of firms also donated a selection of prizes for the raffle and goody bags.


# Judges

- 

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Chairman and  
representative director  
GlaxoSmithKline K.K.
- 

**LADY BARBARA JUDGE CBE**  
Chairman  
The Institute of Directors
- 

**ASTRID KLEIN**  
Architect  
Klein Dytham architecture
- 

**BILL SWEENEY**  
Chief executive officer  
British Olympic Association
- 

**ESTHER WILLIAMS**  
Head of trade  
British Embassy Tokyo

Results were decided after combining scores from five independent judges.

“Just three years ago, we were a little player in this market and I challenged these guys to change that”, said Palmer, referring to the colleagues sharing the stage with him. “Japan is my second home and it is inconceivable for me that we will not reach the number one position in the luxury sports car sector in this market”.

The award coincides with the opening of the brand’s new Tokyo dealership on Aoyama-dori, with the firm’s business in Japan in the coming five years expected to be worth up to £500 million.

“We aspire to make the most beautiful cars in the world”, Palmer said. “We believe

that the skill that goes into hand-made cars is something that the Japanese people will and should appreciate.

“So move over Ferrari, because we aim to be number one in Japan”.

Following the awards ceremony, live music was provided by The Conductors, drawing many dancers, and the after party continued in the Grand Ballroom Foyer.

“It has been a great way to go into what will be the chamber’s 70th year”, said Bickle. “And I believe that as a showcase for UK-Japan business we can be even bigger and better this time next year”. 🇬🇧



- 1. Many kimonos were on show.
- 2. Guests danced after the ceremony.
- 3. The Conductors
- 4. Wines from Berry Bros. & Rudd flowed throughout the evening.
- 5. Roasted Angus sirloin was on the menu. PHOTO: CUSTOM MEDIA
- 6. The BBA trophies were designed by Sebastian Conran.





# BBA 2017 WINNERS



COMPANY OF THE YEAR

## **Aston Martin Lagonda Limited**

The luxury car maker was awarded for their latest deal, which is expected to be worth £500mn over five years and will strengthen trade and investment between the UK and Japan. The transaction, agreed in August, will support British manufacturing and the Japanese supply chain, as well as help develop the Aston Martin brand in Japan. The firm will also open a new brand experience centre, the House of Aston Martin, in Tokyo on 21 November.

COMMUNITY CONTRIBUTION

## **Unilever Japan**

The global consumer goods firm was recognised for its move towards operating as a sustainable business. The award also acknowledged their diversity and inclusion achievements through “Work from Anywhere and Anytime” and “Women Empowerment” programmes, which help to promote a wider social movement, as well as change in Japan’s corporate culture.





“Everyone who has received  
a nomination is a winner and  
deserves our admiration”.



ENTREPRENEUR  
OF THE YEAR

**Ian Gibbins,  
Swan & Lion**

Ian Gibbins, founder of the popular deli and bakery in Tokyo, was recognised for his take on modern British food. In addition to introducing Japanese customers to a wider range of British cuisine, Gibbins’ firm has developed an events catering service and attends many markets across Japan.



INNOVATION

**SciBite Limited**

Experts in text mining, semantic analysis and data intelligence, SciBite received the award for its innovative technology. The firm has transformed data management in the life sciences, bringing Japan huge advantages. They are also revolutionising research and development for pharmaceutical firms.

UK-JAPAN PARTNERSHIP

**Sports Travel &  
Hospitality Group Limited  
and JTB Corporation**

In March, the two firms announced a joint venture, STH Japan. This new firm links the UK and Japan by helping to build high-class hospitality experiences for domestic and international sports events in Japan. In particular, the new venture is focused on developing opportunities around the 2019 Rugby World Cup and the Tokyo 2020 Olympic and Paralympic Games.



# The future is now

British Embassy Tokyo event showcases UK fintech firms

BY CHRIS RUSSELL

The ambassador's residence at the British Embassy Tokyo is no stranger to hosting trade events, but at the UK Fintech Night in Tokyo on the evening of 21 September, the atmosphere was noticeably different from usual. Although not fully embracing the tech entrepreneur uniform of hoodies, T-shirts and trainers that has spread from Silicon Valley in the United States to London's Silicon Roundabout and beyond, the less formal attire of many guests and the more relaxed air signalled that this was a different crowd.

Part of Fintech Summit Week—four days of events organised by the *Nihon Keizai Shimbun*, the Japanese Financial Services Agency and the Fintech Association of Japan—and the third fintech trade mission to Japan, the embassy's event brought together politicians, entrepreneurs, bankers and investors for an evening of discussion around the prospects of fintech.

This was capped off by a pitch session featuring nine UK firms, among them Finantix Limited, Miracl Limited and Ohalo Limited, operating in or connected to the fintech space.

Adding to the tech flavour of the event, Michael Harte, head of group innovation at Barclays Bank PLC, addressed the topics of data and innovation. Quoting the Canadian science fiction author William Gibson, he said, "The future is already here—it's just not very evenly distributed".

"We're open to bitcoin and other, similar currencies in the UK".

"There is a very, very big shift away from the old closed systems where data was pooled—this is now giving the power of algorithms and the power of aggregated data to you, the consumer", he said.

On the same note, consumers are becoming increasingly empowered and demanding products and services that work on their terms, he said, citing the growing adoption of Internet ad-blocking software as an example of this. That, in turn, is having an impact on the world of finance.

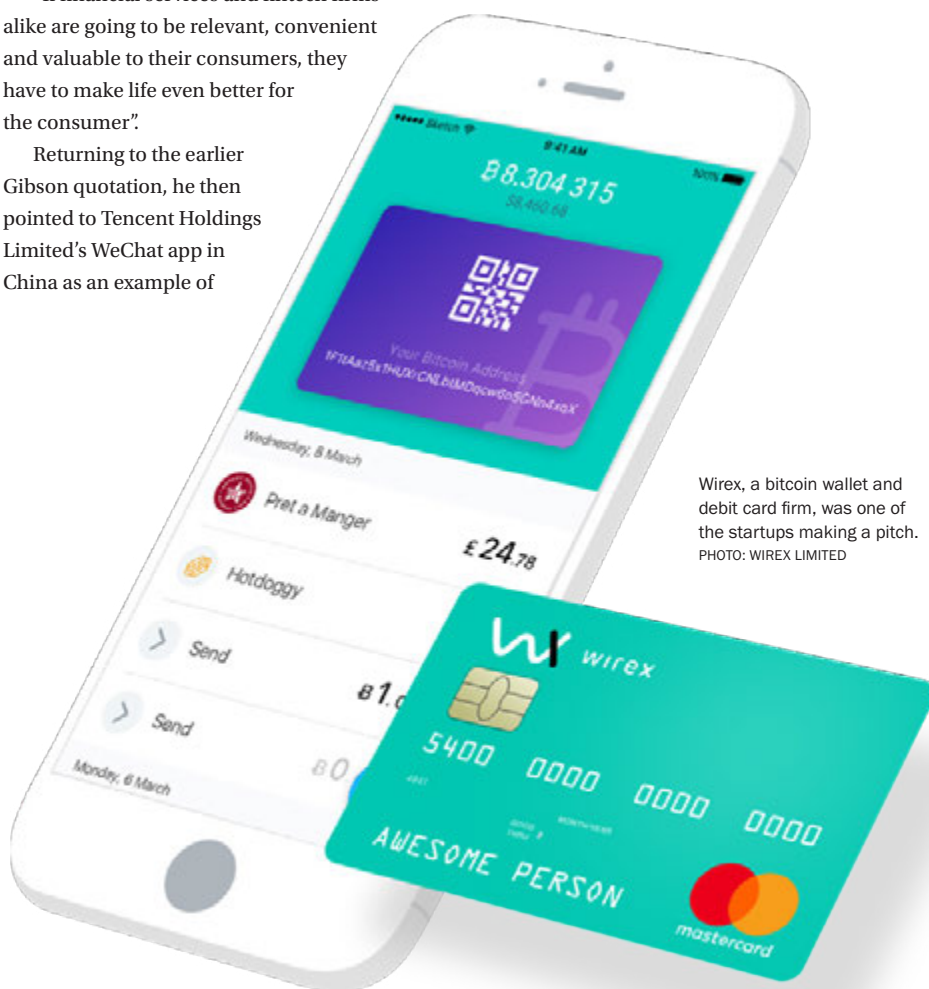
"If financial services and fintech firms alike are going to be relevant, convenient and valuable to their consumers, they have to make life even better for the consumer".

Returning to the earlier Gibson quotation, he then pointed to Tencent Holdings Limited's WeChat app in China as an example of

this. Ostensibly a messaging app, the platform also allows users to transfer money, pay bills, book tickets and taxis, make appointments, shop and much more.

"And guess where banking is? Hidden and in the background. Simplified in one page with no advertising", he said.

"So at Barclays, we've got a really hard job. Over 325 years of history living in closed systems, pooling our data, using our algorithms for us, not for the consumer. Having to open up, having to compete with big tech, fintech and to



Wirex, a bitcoin wallet and debit card firm, was one of the startups making a pitch. PHOTO: WIREX LIMITED

open up and be relevant and valuable in real time for each and every customer that no longer wants a generic product”.

### At the forefront

Following introductory remarks by the British Ambassador to Japan Paul Madden CMG, the UK's Minister for Digital Matt Hancock took to the stage to outline the future of the British fintech sector and the government's approach to it.

“The digital revolution that we are living through is, of course, a global phenomenon. But I believe that the UK and Japan stand at the forefront of considering where these changes can take us, and how best we can equip ourselves for the future and harness the opportunities”, said Hancock, pointing to the digital strategies that both countries have formulated.

Turning to fintech specifically, he noted that London, due to its significant role as a financial centre, has already helped incubate a number of world-leading fintech firms, such as Finastra Group Holdings Limited and Markit Group Limited. Such businesses are adding to the economic strength of the UK.

“At a time when automation is replacing existing jobs, fintech is supplying new skilled positions, and plenty of them—over 60,000 people in the UK now work in the industry, which is currently worth £7bn to our economy. And domestic demand for fintech is strong, both in terms of bank to bank and bank to customer markets”, he said.

### New waters

Outlining the government's priorities for the fintech sector, Hancock said that they would work to maintain and protect the open flow of data, support cyber security and a data protection framework, and ensure that financial regulations are open to innovation. On that matter, he pointed to the attitude of the UK's regulator, the Financial Conduct Authority (FCA), particularly its Project Innovate initiative.

As part of that, in 2015 the FCA introduced a so-called regulatory sandbox, giving firms a chance to test new products and services in the real market on a small scale in a closely monitored environment.

“The FCA was the first regulator in the world to do this, but by no means the last, because it's a model that is being replicated both by other financial regulators around the world



Matt Hancock, minister of state for digital • PHOTO: BRITISH EMBASSY TOKYO

and by regulators of other sectors”, Hancock continued. “We are happy about that, not just because imitation is flattery—although we are glad to accept the compliment—but because we're all entering these new waters together. The technology knows no boundaries”.

### Across the board

Asked later in the evening by *BCCJ ACUMEN* about the government's approach to data protection when it comes to fintech and possible points of collaboration with Japan in this area, Hancock replied, “I think that the unhindered flow of data between the UK and Japan is very important, and I hope that we can see that unhindered flow of data properly protected between the UK and the EU and Japan—and indeed the United States.

“That is what we seek in our negotiations with the European Union, but also in the European Union's negotiations with Japan, so I think there's a good opportunity to get this right.

“Of course, unhindered flow of data requires good cyber security and good data protection, but all of these things are increasingly coming into place. So I'm quite optimistic about having a good data environment internationally”.

One of the main finance stories in 2017 has been the strong rise in the value of bitcoin,

which has seen a sustained rally through much of the year and surged past the \$5,000 mark in October. But the rise of bitcoin and other crypto currencies—digital assets used as a medium of exchange and secured by cryptography—has raised questions about how governments should respond.

“We're open to bitcoin and other, similar currencies in the UK”, Hancock said.

“We think that they've got a role to play. We think that it's better to have transactions onshore and, because bitcoin and crypto currencies will exist anyway, we think there are advantages [to that]”, he added, noting that this ties into London's existing role as a market for several international currencies.

“What's more, because of the nature of the blockchain, actually following the money through bitcoin is easier in many ways than through a traditional national currency”.

Asked where he had seen any strong opportunities for British firms in Japan, Hancock replied that he had that very evening.

“I literally saw for myself people coming off the stage and being approached for investments and future partnerships”, he said. “I think that's a great role that the embassy and the government can play in bringing people together, and so I think that's been really successful.

“In terms of opportunities, I think there are opportunities across the board. The fintech industry is growing fast, and it's growing as fast as people can come up with new ideas to make financial products better than they have been in the past”.

“The future is already here—  
it's just not very evenly  
distributed”.





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### Making an entrance

Before the stage was handed over to the fintech firms making pitches, a panel discussion between entrepreneurs in the sector moderated by Toshio Taki, head of fintech research and board member of Money Forward, Inc., expanded on the challenges faced by UK businesses in Japan, and vice versa.

Pavel Matveev, chief executive officer of Wirex Limited, a bitcoin wallet and debit card firm, pointed out that one of the key challenges for his firm was adapting what is an international product to the specifics of the Japanese market.

“There is a different regulatory regime on the ground, so we had to change and adapt our product for the Japanese market,” he said.

“I have to say that we have been receiving a lot of support from the UK government, from the [Department for International Trade], from [the Japan External Trade Organization]; there are different programmes from the Tokyo government as well. So it’s not actually that hard to start doing business in Japan, to enter this market, especially if you’re a fintech company”.

Matveev also mentioned the importance of finding the right partner, a point echoed by Hamish Anderson, chief executive officer of MoneyMavr Limited, a platform for international payments by medium-sized enterprises.

“It’s very clear from speaking to prospective partners and investors here that the key to success is through partnership,” he said. “The

## “It’s not actually that hard to start doing business in Japan, to enter this market”

Japanese market is so well established and capable technologically that they don’t need to take in new innovation if there’s no need for it. So for me, it’s actually been very clear that, in order to be successful in Japan ... finding the right partner, the right strategic investor, the right supporter of your business is crucial”.

Asked by Taki what such a partner would look like, Anderson replied, “The ideal partner for us solves problems that we don’t probably solve in the business already.

“What we would need is access to customers: so small businesses, high-net worth individuals who could benefit from the products and services and approach that we take to international clearance. And also a partner who can help us make introductions to the banking network that we would need in order to adapt and develop our service to provide the highest-quality experience for customers here.

“There are numerous potential partners that fit that profile,” he added.

### Going global

For Japanese firms going in the other direction, there are additional considerations to bear in mind as well.

“The biggest challenge is that there are no Japanese firms, except for [bitFlyer, Inc.], trying to go global,” said Ryota Hayashi, co-founder and group chief executive officer of Finatext Ltd., a data analytics provider and mobile app developer. “If you try to go global, people will look at you as if you’re stupid, because it’s absolutely, near-term wise, a lot more sensible to do business only in Japan or with Japanese firms.

“The challenge for me is that I have no people to talk with—there are so many UK firms coming to Japan, so people share what the challenge is like. I can probably only find [bitFlyer co-founder and chief executive officer Yuzo Kano, a fellow panellist] to discuss that with, but he’s going to the United States”.

Similar to Matveev’s point about adaptation, Hayashi noted that Japanese firms face their own challenge in this respect.

“Many Japanese products are so Japan-specific, especially retail products, that it’s really hard to adjust into the Western world,” he said. “I think the entry barriers for [UK businesses] are slightly higher, but the adaptation barrier is lower.

“In our case, the entry barrier is lower because there are so many big firms in the UK and there is the support of the government. But, if I want to adapt my Japanese product to the Western world, that’s a huge challenge because I get used to the very specific Japanese customer behaviours”.

Taki then raised the question of human resources, asking the panel about challenges when it comes to hiring.

“It’s a challenge, specifically here in Japan, to find people with a fintech background, because fintech is relatively small here,” Matveev replied. “The pool of candidates here is not that big”.

He added that a further challenge comes from finding someone suitable for a startup culture, which is greatly different from that of a large firm.

“We decided that we need to start at the top and hire a Japan chief executive officer, and we were looking specifically for somebody with a fintech background, with a startup background. And, lucky for us, we managed to find a very good candidate”.



1. Hamish Anderson, chief executive officer of MoneyMavr Limited
2. Toshio Taki (left), head of fintech research and board member of Money Forward, Inc., and Pavel Matveev, chief executive officer of Wirex Limited
3. Ryota Hayashi (left), co-founder and group chief executive officer of Finatext Ltd., and Yuzo Kano, co-founder and chief executive officer of bitFlyer, Inc.

PHOTOS: CUSTOM MEDIA





## SPACE TO GROW

GSK seeks to boost innovation among staff with new office

BY CHRIS RUSSELL  
PHOTOS: ANTONY TRAN/LIFE.14

**M**oving offices is a daunting occasion for firms both big and small, but it represents a chance to update and embrace new working practices, changes that can be hard to push through if staying in the same location. A chance to adapt and modernise is not one that firm's can miss in this era of rapid change and technological advances, as increasingly it is recognised that traditional work styles can stymie growth and development.

After GlaxoSmithKline K.K. made plans to move into a new building in Akasaka, a process that was formally completed on 2 October, the firm embraced the opportunity with gusto. Now, more than ever, their office is defined by open, collaborative spaces.

*BCCJ ACUMEN* was given the chance to take a look around and speak with the firm's president, Kanako Kikuchi, about what the new premises bring to the firm's work.

### Modern workplace

Stepping into reception, it is immediately clear that this is an office for the 21st century. The gleaming new space is replete with information on GSK shown on large screens and projected on to white curved tables with which visitors can

interact. Nearby, the firm's two British Chamber of Commerce in Japan British Business Awards are proudly on display.

Other features quickly catch the eye. A broadcasting studio—used for internal and external webinars—stands out with its green backdrop, high-tech gear and brightly lit on air sign. And by the seating area for waiting guests stands a counter offering an enormous variety of tea—a



GSK President Kanako Kikuchi • PHOTO: GSK

welcome sight for visiting Brits, no doubt. All in all, it is a far cry from the drab office spaces that many firms inhabit. But these are not intended to be mere cosmetic differences.

"GSK believes the modern workplace and new ways of working enable every single employee to feel supported and proud to give their best every day, which leads better productivity and stronger employee engagement", said Kikuchi. "In order to realise this vision, we needed the new and modern space and, thus, the move".

A large part of that vision relates to communication, with GSK seeking to ease interaction between employees.

"The new office provides various types of communication areas, such as a community space called the Village, a common space for casual meetings with a spacious and open cafeteria", said Kikuchi. "Such spaces naturally promote far better communication, interaction and collaboration compared with our old office.

"We have adopted a "free address" system, so people can sit anywhere they want, which helps employees to meet people from different functions, which activates further interaction between employees.





The firm's two British Business Awards trophies are proudly on display in the lobby.



The bright and modern reception area

“We also offer focus booths and quiet areas where people can come and work intensively for a couple of hours without being bothered by anyone. Actually, we see people really taking advantage of all these spaces and adopting a new working behaviour”.

Certain concessions were made to Japanese work culture—slightly more emphasis was put on traditional meeting rooms than in equivalent offices in the UK and the United States—but that this is a more community-orientated space than typically found is immediately obvious upon entry. A significant amount of space is given over to small, round tables, allowing for quick and informal discussions, with meeting rooms located in adjacent units.

One room, however, stands out. With its large TV, bean bags, Lego set and bookshelf, the family room provides a welcoming space for staff who have children. This plays into another key GSK agenda: diversity and inclusion (D&I).

“We promote D&I as one of our strategic initiatives, and what we mean by D&I is not only to do with gender difference but something broader, including those who are differently abled; have different backgrounds, ways of thinking or work styles; and identify as lesbian, gay, bisexual or transgender. By adopting this approach, staff will drive innovation and create trusted partnerships with internal and external stakeholders, leading to the sustainable success of the firm.

“The layout also allows differently abled people to work safely and comfortably so that we can easily collaborate with one another, which eventually brings higher productivity”.

On this front, the office incorporates braille, wheelchair-friendly doors and universal toilets—all based on feedback from employees. Adjustable desks are also on offer, allowing staff to work standing up should they so choose.

And as a healthcare firm, the wellbeing of employees was a consideration in the design.

On site are a medical room, balance balls and a cafeteria serving healthy food. This dovetails with the accommodation of flexible working needs, built into the overall office design.

“Working flexibly by selecting work styles, the workplace and the space to work in the office will release people’s stress and make it easier for them to feel refreshed, as well as increasing physical exercise”, said Kikuchi.

In addition, she added, the building has a high level of earthquake protection, making it one of the safest in Tokyo.

### Thought through

Underpinning many of the initiatives seen in the office is a concept GSK calls “SMART working”. This seeks to create workspaces that are healthy, stimulating and encourage movement and collaboration.

“SMART working is all about creating our culture”, said Kikuchi. “It allows employees to have autonomy to select and focus on the best working style to get things done in the most effective manner; to be accountable for their performance and results; and to develop—themselves and others—through working as a team”.

Despite having only been in the new premises for about one month, Kikuchi was convinced that positive results were already manifesting themselves.

“I see both people working smart and happy with more conversations and interactions, as well as actual behavioural changes”, she said. “The employee feedback so far is very positive, and many people like our new office.

“Employees are realising what the new workplace can offer them and how it contributes to individual employees, teams—and GSK”. 🇬🇧



The lobby area



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# FINDING THE SWEET SPOT

Foreign investors need to weigh up different real estate assets

BY CHRIS RUSSELL

**D**riven by a relatively strong economy and positive sentiment associated with upcoming sporting events, Japan's real estate market is drawing in more investment from abroad, particularly to Tokyo. Moreover, the country lacks the kinds of barriers to such investment that already exist or are springing up in other countries.

That said, the market situation is by no means static: for those looking to benefit from real estate, a variety of locations and asset types offer a choice of prospective returns.

A case in point is Tokyo's office market, which has remained tight in recent years. Rents broadly have been growing and vacancy rates,

although having increased slightly in 2016, are still well below the most recent peaks of 2012.

These factors have, in turn, attracted private funds and foreign investors to the office market, according to Toyokazu Imazeki, chief analyst at Sanko Estate Co., Ltd. But the situation is expected to change.

**More office space is  
expected to come  
on to the market in  
2018 and 2020.**

"It's in pretty good condition right now from the viewpoint of landlords," Imazeki said. "The supply and demand conditions are quite tight and the vacancy rate is quite low, and demand is strong because of the condition of the economy".

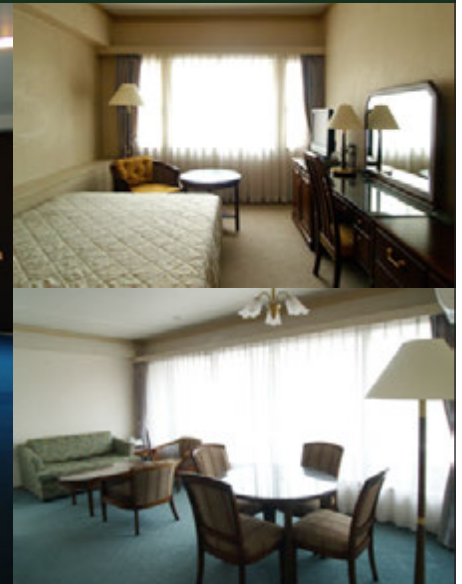
However, he noted that more office space is expected to come on to the market in 2018 and 2020, which is likely to increase the vacancy rate and make the situation more competitive.

"That supply may change the market conditions from a landlord's market to an occupier's market. That means oversupply", the analyst pointed out.

Such a situation is a problem for any asset class, and means that owners have to work







## Information

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“Large investors—funds, corporates and very wealthy people—are interested in hotels, as everybody knows that more tourists from overseas are coming to Japan”.

harder to ensure that their property stands out in a saturated market.

“Vacancy risk is the biggest risk that investors always fear”, said Tsuyoshi Sato, chief of the global team at Premium Value Bank Co. Ltd. “However, you are able to minimise the risk by having a trusted, hard-working property management company. And this is the unique part of real estate investment compared with other investment—you are able to control the situation”.

#### Finding a home

In this respect, residential real estate has enduring appeal for some foreign investors owing to its typically smaller scale and, thus, manageability.

“The most basic type of investment is single unit apartments in central Tokyo for rental income, particularly in the second-hand market where yields are better”, said Lloyd Danon, managing director of Argentum Wealth Management. “A growing population and tight labour market mean high occupancy rates.

“Cheap financing is widely available, and this combined with reasonable property values—especially when compared with other major cities such as Hong Kong, Singapore, London and so on—means that investors can enjoy good cash flow and returns from their properties”, he added.

Yields in this area can exceed those found in other markets. According to Imazeki, for office leasing these would typically be less than 4% for class A offices in Tokyo.

“Once you look outside central Tokyo locations, yields improve and it is not uncommon to see gross yields of 8–10% on whole residential buildings”, said Danon.

Meanwhile, the explosion of inbound tourism to Japan has driven interest in another asset class—hotels. According to the Japan

National Tourism Organization, 21mn foreign tourists visited Japan between January and September this year, an increase of 18.9% over the same period last year. Further growth is anticipated, not least because of upcoming global sporting events such as the 2019 Rugby World Cup and the Tokyo 2020 Olympic and Paralympic Games. And those people will need places to stay.

In September, UBS Asset Management Group announced that it would launch a \$400mn fund with Mitsubishi Corporation to invest in hotels, with the firm seeking to take advantage of the gap between supply and demand—in 2016, the number of hotels only increased 1.34% from the year before, according to Ministry of Health, Labour and Welfare figures. In particular, the firm is targeting investment in limited-service hotels: budget friendly establishments that offer the minimum in services.

“Large investors—funds, corporates and very wealthy people—are interested in hotels, as everybody knows that more tourists from overseas are coming to Japan”, said Tsuyoshi Hikichi, managing director of Axios Management Inc.

Helping to drive the growth in tourism-related real estate is the anticipated approval for the construction of casinos, or integrated resorts as they are typically referred to in Japan. A law was passed last year legalising such resorts, but further legislation is required.

“Once you look outside central Tokyo locations, yields improve”.

Firms such as MGM Resorts International and Las Vegas Sands Corporation are eyeing investments that could run into billions of dollars. Further economic benefits once the resorts are opened are anticipated, too.

“If people are coming and spend money, the real estate market should see a general upward trend”, Hikichi noted, adding that this applied to residential and commercial real estate as well, not just hotels.

#### Good management

For foreign investors, there is a question of how they can access these more interesting areas of Japanese real estate. As Sato says, “being able to get financed by Japanese bank facilities is very important. Your annual income, length of stay in Japan, length of employment and type of visa—every factor will be screened by banks”.

And once financing is acquired, if necessary, proper planning is required when it comes to managing subsequent income.

“Investors can gain from tax advantages with property in Japan, such as writing down acquisition costs from their income for that year, and using property depreciation to offset taxes on rental income”, said Danon. “However these advantages will work differently depending on the investor’s situation. For example, for some investors it is better to hold a property through a company structure rather than as an individual, and vice versa”.

A further consideration for foreign investors is the exchange rate. With the pound moving closer to the level seen against the yen before the EU referendum in 2016, British investors might judge that now is a better time for them to make their move.

“The yen is not too strong, so it may be a good time for foreign investors to consider investments in this market”, said Imazeki. 🇯🇵



  
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# ABUSE: PREVENTION AND RECOVERY



## Moving towards better futures and rights for children in Japan

BY YOSHI ODAGIRI

No one likes to think of children suffering. But while the children and infants of developed nations such as Japan are largely spared the risks of famine and disease that are rife elsewhere in the world, they remain vulnerable to mistreatment. As a way of making the population at large wake up to this fact, since 2004 a Child Abuse and Neglect Prevention campaign has been held each November.

Abuse and neglect of children in Japan are growing problems with which government bodies and agencies, as well as communities are struggling to deal. According to the National Police Agency, more than 30,000 cases of child abuse were reported in the first half of 2017 alone. This marks the 12th consecutive annual increase in the number of reported child abuse cases in the country.

Despite having signed the UN Convention on the Rights of the Child in 1994, Japan sadly has one of the poorest records among developed countries in dealing with the issue of child abuse. As a result, thousands of children around the nation are vulnerable and at risk.

### More help needed

There have been, since the Edo era, some strong cultural values—such as politically motivated marriages and the adoption of boys to perpetuate family lineages—that partly explain the still commonly held view that children are the property of their parents.

In 2000, the Child Abuse Prevention Law was passed, allowing child welfare investigators to enter a home where abuse was suspected and, if necessary, remove the child.

However, parental consent was required to take these steps and, when consent was not given, child guidance centres were obliged to involve family courts to override parental authority.

While the law means that citizens are obliged to report suspected abuse to local authorities, the legislation does not provide the child guidance centres with the authority to mandate family counselling or provide resources for the treatment of children and parents aimed at, where applicable, reuniting families in the case of abuse.

This has resulted in more than 40,000 children spending long periods of time living in institutions across Japan. The problems are further compounded by the nation's lack of alternative care, such as foster homes, or adoption, which is not widely condoned by Japanese society.

Several Human Rights Watch reports have highlighted the plight of these children, many of whom live in understaffed institutions where they often must endure cramped conditions, bullying, violence and social stigma.

### Save the children

Last year saw several important revisions made to the Child Welfare Law. Child guidance centres now have stronger powers to investigate suspected abuse, even if parents refuse them permission to do so. Further, teachers, doctors, solicitors and social workers are required, by law, to report suspected or confirmed cases of child abuse.

Yet, reporting only extends to the child's immediate or extended family, providing de facto immunity for abusers such as teachers. In these cases, the ultimate decision regarding what is done, as well as if and what punishment is meted out, are all determined by the local Board of Education.

But encouragingly, the Ministry of Education, Culture, Sports, Science and Technology has

requested funding in 2018 to place all licensed teachers in a national database, to include disciplinary records regarding such infringements as sex offences. The documentation will be shared nationwide, bringing Japan into line with many other nations around the world.

In a similar vein, on 4 April, 33 municipalities and 13 civil society organisations gathered to establish Adopt a Child Day, to promote adoption and support for infants growing up in childcare institutions.

While these are encouraging changes, it is important to remember that, in 2016, there were 122,578 instances of abuse handled by the child guidance centres. Of these cases, 63,187 were the result of emotional abuse, 31,927 physical abuse, 25,842 neglect, and 1,622 sexual abuse.

While such statistics can often be difficult to grasp, it is important to remember that, behind each of these numbers, is a child who has suffered unnecessarily.

### Support

As we observe the month of the Child Abuse and Neglect Prevention campaign, we ask for your support to stop child abuse before it begins. If you suspect or know of a child who has been or is being abused, do not hesitate to take action. A call to the police or the National Child Protection Hotline on 189 (Japanese only) is an excellent way to protect at-risk children.

TELL provides a variety of services around the issues of child abuse in both English and Japanese. They include individual counselling for the child and the family, with a view to preventing, or ensuring recovery from abuse; workshops for teachers and organisations in Japan's child protection system; and information on how to identify children at risk. TELL's Lifeline also provides support and information on resources in Japan. 🇯🇵

Thousands of children around the nation are vulnerable and at risk.



# How to achieve class and confidence

BY MAXINE CHEYNEY  
PHOTOS: CUSTOM MEDIA

British etiquette is world-renowned, and notions that the British are uniquely well mannered are widely held. Indeed, appreciation for this “proper” way of doing things stretches to Japan’s shores.

The concept of British etiquette is perhaps most strongly associated with the traditional British afternoon tea, an occasion enjoyed the world over. So it was no surprise that, when The British School of Etiquette’s Principal Philip Sykes held a traditional afternoon tea on 1 November, the event was heavily oversubscribed. Sykes led a room full of tea and etiquette enthusiasts—a group of women, with but one man among them—through the event at The Westin Tokyo, hosted by *RSVP*, a culture and lifestyle magazine focused on the UK.

“What we are experiencing here today is going to be English afternoon tea,” Sykes began, highlighting that “high tea” does not exist and in

fact refers to an early supper or dinner. English royal afternoon tea, on the other hand, serves Champagne or sparkling wine with afternoon tea, while English cream tea involves scones accompanied by jam and clotted cream.

Early on in the instructional session, Sykes addressed the idea of putting milk in a cup before the tea, something that sends shivers down the spine of many a tea drinker.

“Back in the 1800s when the cups were cheaply made, they had to put the milk in first because if they put the hot water in first [the cups] would break,” Sykes explained. Tea was an expensive commodity back then, too, so teacups were very small and often had no handles. This gave rise to the famous pinkie-out hold, which he revealed was simply used for balance and is not something that should be done today.

Among the other topics addressed were napkins, posture, settings and what to wear.



## TIPS FOR TEA

- Pinkies in, not out
- Stir from the six o'clock position to the 12 o'clock position, three to four times
- Pinch the handle, don't put your finger through it
- Only hold the saucer if you are standing or sat at a low table
- Leave the spoon in the jam jar

## Sweet and savoury

Teatime has certainly changed from its original bread and butter offering. Chefs now have more creative license, Sykes said, making for more varied and colourful savoury and sweet dishes, including those served at the event.

“Most of the afternoon delicacies we can eat with our fingers. Most people start with savoury, but if you have a sweet tooth it's fine to start with something on the top tier,” he said.

Discussing the typical teatime spread, he named smoked salmon and cream cheese on brown bread, as well as the traditional English cucumber sandwich, which features thinly sliced cucumber—set aside for a time to eliminate some of the moisture—with a little cream cheese on white bread as those usually featured.

Last, he described the coronation chicken sandwich, comprising shredded boiled chicken, mayonnaise, raisins and a final touch of curry powder.

Next on the agenda were scones, a staple of any afternoon tea. He was met by giggles when he asked, “Do I cut the scone, or do I break the scone?” Thus he explained, “You handle the scone exactly the same way as you handle a



Sykes addressed a number of questions on tea procedures and manners.

piece of bread or bread roll at dinner or lunch.” Then came the much-contested jam and cream discussion.

“The Cornish people believe that they created the English cream tea, and the Devonshire people believe they created the cream tea, so when you are in Devon you put the cream first and the jam on top, and when you are in Cornwall you put the jam first and then the cream on top”.

### A history

Afternoon tea has its roots in the 1840s, when Anna Russell, Duchess of Bedford and lady-in-waiting to Queen Victoria, found that the gap between lunch and dinner was too long. Asking her manservant to bring some bread or something sweet to have with her tea, and finding this agreeable, she went back to London and invited friends to join her for similar occasions. “As you can imagine, these ladies were so impressed,” Sykes said.

“Soon after that, a lot of the teahouses in England realised that this was a great opportunity to add revenue streams and encourage people to come into their establishment to have tea as well as cakes, sandwiches and scones,” he explained.

BCCJACUMEN spoke to Sykes after the lesson to find out more about The British School of Etiquette’s work and the demand for it that seems to be growing worldwide.

Japan is “a very proud and sophisticated society, so a lot of people get frustrated when they don’t know the right thing to do,” he explained. “They are always seeking to improve themselves”.

But while opinions on etiquette have certainly changed over time, Sykes believes this does not dilute its importance. “There will always be a need for things to adapt or change slightly, but I stand fast with this one, there is always the underlying manners and etiquette we were brought up with”.

He pointed to the idea that rejecting traditional manners was a means of standing out for the wrong reasons, but this has changed, with many now embracing them. “You stand out for the right reasons,” he said.

When asked about the impact events such as this and other forms of training have on business people, he said the crucial thing is that it helps build confidence.

“Feeling comfortable in your own skin in any situation is what it really boils down to, and so it’s about building confidence, building



Historically, milk was added before the tea, Sykes said.

knowledge and knowing what to do in any situation,” he explained.

“It’s definitely the feeling that you can handle yourself. And the moment you feel this, there is an element of confidence—not arrogance”.

For women, too, he believes there is a strong confidence-building aspect.

“Over and above what they have experienced today, I definitely feel this could lead on to great development for them, and women understanding and realising that it’s no longer a sort of subservient approach on any level,” he said

This, he said, strongly relates to mindset, a hot topic for many women in business in Japan.



Posture at the table was another important point.

“We go in depth into emotional management, emotional intelligence and body language,” he said. “I suppose we are different to a lot of etiquette and finishing schools; we really get down to the nitty-gritty of business coaching, personal coaching and mindset”.

Meanwhile, there is something to be said for men taking these classes, too. In particular, he highlighted the effect that the widespread use of technology has had on society and the impact it has had on social skills.

“With modern technology moving very fast, people have become very attached to their digital equipment, and I truly believe that men and women have lost the ability to communicate and engage with each other. People are literally asking each other on dates through a text message, and that is literally how relationships are taking place”.

From this perspective, providing men with the confidence and gusto to engage with their peers and the opposite sex is a crucial part of the classes.

“You don’t get a chance to make a second impression, and I think the art of presenting ourselves in each situation has been lost”.

Looking ahead, Sykes is positive that there is potential to grow even further, and the demand for training in etiquette and manners is increasing, particularly in the United States, China and Russia.

“People understand the importance of it, and in them saying that to me it just makes me realise how all of this has fallen by the wayside and people are just wanting it back more than ever.” 🇬🇧

# STRIDING AHEAD

In its 25th year, Walk Japan keeps giving back to the countryside

# WALKJAPAN

Although Japan's major cities of Tokyo, Kyoto and Osaka are the entry point to the country for most tourists, a whole other world awaits the more intrepid traveller. Guiding visitors through the most historic and scenic spots is pioneer walking tour operator Walk Japan Limited, which this year celebrates its 25th anniversary.

Founded by the two academics Dick Irving and Tom Stanley, the firm got its start after they began taking students from the University of Hong Kong on study trips to Japan. Word soon spread and others asked if they could join.

But the firm's origins run even further back, to when Irving, according to an apocryphal story, discovered an old map of the Nakasendo Way at Kyoto University while he was a research student there. With the document in hand, he set out to explore the historic route between Kyoto and Tokyo, laying the foundations for the student trips and, subsequently, Walk Japan's signature Nakasendo Way tour.

Today, Walk Japan runs well over 300 tours from its roster of 23 different itineraries, both guided and self-guided, covering many regions of Japan between Hokkaido and Okinawa. It also provides tours for major travel firms based in the UK and United States, and has a strong presence in the school tours' sector.

## A path beyond

Underpinning that growth has been a commitment to constant improvement, with Walk Japan adapting the tours over time to reflect changes in the localities they cover, as well as the tastes and needs of their customers. In the words of Paul Christie, the firm's chief executive officer, the tours are "living entities and need constant TLC".

Since guides are a vital part of any tour experience, Walk Japan strives to provide the best possible. Prospective candidates are



Walk Japan Limited Chief Executive Officer Paul Christie and All Nippon Airways Co., Ltd. President Yuji Hirako

required to undergo a training programme, regardless of prior experience, to become one of the firm's tour leaders. They come from a wide range of backgrounds including the media, agriculture, finance and education. The company also counts ex-salariesmen and women, a *shugenja* monk, and the scion of a Mount Fuji guiding family among them.

Christie cites Walk Japan's culture—a meld of Japanese and Western work styles—as being one key to its success. This combination helps the firm serve their customers—who primarily come from Western nations—with authenticity and Japanese levels of service.

"We are acutely aware of what makes a very enjoyable time for our customers in Japan. That has come from knowing well the Westerners' interests and expectations, combined with our deep knowledge of Japan".

Walk Japan makes a significant contribution to local economies with its tours. But more than that, through its Community Project, it is helping to revive a village in Kunisaki, Oita Prefecture. The project includes farming and restoring old buildings. Importantly, 25 members of its staff work there, making it

a major local employer. On tours to the area, customers visit the Community Project.

"Everything we're doing in this immediate locality is setting an example of what's possible in rural Japan", said Christie.

Taken together, these things mean that Walk Japan offers a truly multidimensional experience—something that other travel firms would find difficult to match.

These achievements have been acknowledged by municipalities and the central government, as well as some of Japan's leading firms. Last year, Christie was chosen by the government to be a Cool Japan Ambassador, and in September this year he was appointed an ANA Ambassador by All Nippon Airways Co., Ltd. to advise on inbound tourism and the revival of the countryside.

## Just the start

Walk Japan's business was growing comfortably until 2010 and, positioned well to capitalise on the recent surge in Japan's inbound tourism, it has developed at an even greater pace since then. As the nature of inbound tourism changes with more visitors pursuing trips beyond the big cities, in smaller groups or as independent travellers, Walk Japan looks set to benefit further, given its ability to show a more intimate side of the country.

Growth has also been driven by word of mouth among members of Japan's expat community. Many have joined Walk Japan's tours, some after winning prizes sponsored by the firm at the British Chamber of Commerce in Japan's British Business Awards. Previous winners have included former British Ambassador to Japan Tim Hitchens CMG LVO and his wife Sara, who subsequently went on to join other tours with the firm.

"I like the notion of great oaks growing from little acorns", said Christie. "As a firm, we're still only at the beginning of what's possible". 🌳



# Breeding success

## Japanese Yorkshire Terrier scoops Crufts prize

BY JULIAN RYALL  
PHOTOS: ONEDITION

When Chizuru Kadowaki stepped into the arena at the National Exhibition Centre in Birmingham earlier this year—to thunderous applause and the flashes of what seemed to be thousands of cameras—it was both the culmination of a lot of hard work and the highlight of a career breeding dogs.

Trotting alongside her was the source of that pride, My Precious JP Kadowaki, a five-year-old Yorkshire Terrier that had just been named the winner of both Best in Breed and the Best in the Toy Group categories at Crufts 2017.

“When the results were announced, I just could not believe it,” Kadowaki confessed to *BCCJACUMEN*. “To be honest, I still find it difficult to believe that it all actually happened.”

A professional breeder of Yorkshire Terriers and Chihuahuas for more than 30 years, Kadowaki lives in Yokkaichi, Mie Prefecture, and has taken part in more than 12 dog shows in the UK in previous years—but Crufts 2017 will be difficult to top, she agreed.

“Crufts is the largest dog show in the world and many, many top-quality dogs from all over the world are entered,” she said. “As you can imagine, the competition is very tough—and to win not only the Best in Breed but also the Toy Group is a huge honour for me.”

### Beauty and elegance

Asked about the secret behind the success of My Precious, her owner said all entrants need to meet the breed standards, be in good health and have a pleasant character. “But even more important are beauty and ‘elegance’ that match the breed,” she said.

To achieve that, Kadowaki spends at least two hours every day grooming her dog—a process that helps to build a strong bond between the pair—while diet and exercise are also critical components to preparing a show-winning dog.



Chizuru Kadowaki and My Precious JP Kadowaki

“But the most important thing is that she has to be a happy dog,” she said. And that happiness goes both ways, she added, pointing to the growing popularity of dogs in Japan, and particularly smaller breeds such as Yorkshire Terriers.

### Grand final

Almost 22,000 dogs took part this year in what is the world’s largest and most prestigious show of canine class. Held over four days from 9 March, it has grown into such an important event that the final is shown live on Channel 4.

The event judges dogs in seven classes, including gundogs, hounds, terriers and

working dogs, with the winner of each category going on to the grand final on the last day.

Caroline Kisko, secretary of the Kennel Club, applauded Kadowaki’s achievement immediately after the result was announced at the 126th Crufts show.

“We are delighted to see Kadowaki chosen as the Best in Group winner today,” she said. “Kadowaki and Chizuru should be very proud of reaching the prestigious Best in Show final; it’s an incredible achievement and one that not many get to experience in their lifetime.

“Crufts celebrates healthy, happy dogs and recognises the special and unique bond between dogs and their owners,” she added. “Kadowaki is such a lovely dog that clearly has a great relationship with her owner and is at home in the show ring.”

My Precious—resplendent with a red bow in her hair—did not take the Best in Show award, but Kadowaki is not downhearted, particularly as the dog went on to take the Best of Breed in another UK dog show in May.

Kadowaki and My Precious followed up their Crufts appearance with further dog shows in Japan, but Kadowaki is already considering returning to Birmingham next year, perhaps this time with her Chihuahua.

“I am not completely sure just yet, but I would like to go back and compete again,” she said. 🇬🇧



My Precious JP Kadowaki in action.



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# JAPAN HOUSE COMES TO LONDON

The country finds a home on Kensington High Street

BY JULIAN RYALL



Akira Shimizu, executive chef and director of Salt Group, the firm that will run the restaurant at Japan House. • PHOTO: SALT GROUP

The finest demonstrations of Japanese design, cuisine, art, aesthetics and fashion will have a new home in London early next year with the opening of the Japan House.

London is one of three cities in the world selected to showcase Japanese culture—the

others being Sao Paolo and Los Angeles—with the aim of nurturing a deeper understanding and appreciation of Japan in the international community, said Kylie Clark, director of communications for the UK project.

“There is a feeling that Japan has a lot to offer the world and, even now, a sense that much of

the rest of the world really does not know a great deal about Japan”, she told *BCCJ ACUMEN*.

“The Japan design scene is incredible, but it really is not recognised outside the industry”, she said. “Japanese films are only very rarely shown in London, which is a terrible shame, while young fashion designers here are talented but unknown”.

## Wide appeal

Japan House, which is being promoted and funded by the Japanese government, is scheduled to open in a Kensington High Street listed building that will undergo an extensive internal makeover.

Created by Masamichi Katayama, of the hugely successful Japanese interior design firm Wonderwall Inc., the ground floor will have a coffee stand—“Japan is usually associated with tea, but the designer wanted to highlight the exciting coffee scene here”, Clark said—as well as individual retail areas.

“We want it to be more like a gallery than a shop, but where people can touch the items that are on display and read the information on the areas of Japan where they come from,



PHOTO: SALT GROUP



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Michael Houlihan (left), director general; Kylie Clark, director of PR & communications; and Simon Wright, director of programming  
PHOTO: JAPAN HOUSE LONDON

the traditional way in which each product is made and how the knowledge that goes into each piece is handed down through the generations", she said.

The displays will be changed regularly and will include high-quality ceramics, metalwork, lacquerware, items made of glass and implements made from bamboo—such as green tea whisks—or wood. Art, crafts and artisanal creations will all have a place, with the layout inspired by the market stalls of the Edo era. Emphasis will be placed on regional specialties, be they silk weaving, woodworking or cuisine.

An area will also be set aside for the Japan National Tourism Organization (JNTO) to display literature for anyone planning to take their new-found interest in the country to its logical conclusion.

On the upper floor of the building, the JNTO will have office space that will serve as the organisation's UK headquarters. This level will also have a *robata* grill and a sushi restaurant.

"London's sushi and ramen booms are continuing, but we want to show that Japanese cuisine is a good deal more diverse than that", Clark pointed out.

The lower ground floor will have a theatre with tiered seats for live performances and film screenings, while the seating has been designed to be removable for events that require a large space.

A small seminar room is being created for Japanese lessons, educational events, such as sake-tasting sessions, and business meetings.

The remainder of the lower floor will be set aside for exhibitions of Japanese design skills. In the first year, the three exhibitions that have been selected will showcase architecture, design prototypes and designs on paper.

Other exhibitions will be curated locally and the aim is to appeal to a diverse cross-section of Britons—everyone from school groups to families and special-interest groups—who are fascinated by Japanese design.

"Even though it is easier than ever to visit Japan, I still think that this country is seen as exotic, in large part because it is so very different and has so many things to offer", Clark said. "Even people who are really well travelled say that Japan is distinctly unlike anywhere they have ever been before, and I actually think people want that sort of experience more and more".

### Shared projects

Japan House also aims to build new relationships among members of the public, institutions and the two nations' cultural scenes, taking advantage of the enduring interest in Japan. It is in discussions about shared projects with the Barbican Centre and the British Museum, which held a highly-anticipated exhibition of works by Katsushika Hokusai in July.

Japan House marked the occasion with traditional Edo entertainers brought from Japan and a pop-up sake bar.

"The fact that the Japanese government has pushed ahead with this project shows the confidence that it still has in the UK", Clark said.

"London still serves as the centre for international business. It is a global communications hub, has a dynamic and influential media, and the UK more generally remains a leading location for education and research". 🇬🇧



PHOTO: JAPAN HOUSE LONDON

For updates on Japan House London, follow them on Twitter, Facebook or Instagram: @japanhouseldn

# ARTS

## UK EVENTS IN JAPAN

COMPILED BY  
KIYOKO MORITA

### 1 UNTIL 17 DECEMBER

#### *Fear in Painting*

Kyoko Nakano, a writer and German literature scholar, published *Kowai-e (Fear in Painting)* in 2007. The book focuses on famous and historic Western paintings featuring images of fear. In recognition of the 10th anniversary of Nakano's book, an exhibition will be held showcasing a number of the masterpieces discussed, including *The Execution of Lady Jane Grey* from the

National Gallery in London.  
PAUL DELAROCHE, THE EXECUTION OF LADY JANE GREY, © THE NATIONAL GALLERY, LONDON. BEQUEATHED BY THE SECOND LORD CHEYLESMORE, 1902

#### The Ueno Royal Museum

1-2 Ueno Koen  
Taito-ku, Tokyo  
Various times  
Adults: ¥1,600  
www.kowaie.com  
03-5777-8600

#### ◉ Free tickets

We have five pairs of free tickets to give away.

### 2 24 NOVEMBER

#### *alt-J*

alt-J are an English indie rock band that formed in 2007 in Leeds. The band's debut album, *An Awesome Wave*, was released in May 2012 and won the Mercury Prize. Their second album, *This Is All Yours*, was released in September 2014 and went straight to number one in the UK. Having released their third and newest album earlier this year,

alt-J are now touring *RELAXER*, with one night only in Japan.

#### Akasaka BLITZ

5-3-2 Akasaka  
Minato-ku, Tokyo  
Doors open: 6pm  
Adults: from ¥7,000  
<https://www.creativeman.co.jp/event/alt-j2017/#english>  
03-3499-6669

### 3 26 NOVEMBER

#### *Violin Recital by Michiko Kobayashi*

London-educated violinist Michiko Kobayashi has been introducing pieces by British composers to Japanese audiences from the time of her debut in 2004. Since taking up the violin at the age of five, Kobayashi has won numerous awards in Japan and abroad, including a silver medal at the Guildhall School of Music and Drama. Kobayashi's repertoire ranges from baroque to contemporary and she has performed extensively in London and Japan.

PHOTO: SHIGETO IMURA

#### Tokyo Opera City Recital Hall

3-20-2 Nishi-Shinjuku  
Shinjuku-ku, Tokyo  
2pm  
Adults: ¥4,000  
[michikomichikoviolin@gmail.com](mailto:michikomichikoviolin@gmail.com)

#### ◉ Free tickets

We have one pair of free tickets to give away.



1



2



3





4

#### 26 NOVEMBER– 17 DECEMBER

##### *The Caretaker*

*The Caretaker* is a three-act play by the Nobel Prize-winning English playwright, screenwriter, director and actor Harold Pinter. The play was Pinter's first commercial success and remains one of his most celebrated and frequently performed plays. The story takes place in a house in west London during the 1950s and examines the strange relationship between a tramp, Davies, and two damaged and disconnected brothers, Mick and Aston.

PHOTO: SHINJI HOSONO

##### Setagaya Public Theatre

4-1-1 Taishido

Setagaya-ku, Tokyo

Various times

Adults: ¥6,500

[https://setagaya-pt.jp/](https://setagaya-pt.jp/performances/201711kanrinin.html)

[performances/201711kanrinin.html](http://www.okayamaartsummit.jp/en/)

<http://www.okayamaartsummit.jp/en/>

03-5432-1515

##### TBS Akasaka ACT Theater

5-3-2 Akasaka

Minato-ku, Tokyo

Various Times

Adults: ¥9,000

[http://www.umegei.com/the-](http://www.umegei.com/the-scarlet-pimpernel/index.html)

[scarlet-pimpernel/index.html](http://www.umegei.com/the-scarlet-pimpernel/index.html)

0570-077-039

#### 6 FROM 1 DECEMBER

##### *How to Talk to Girls at Parties*

The film *How to Talk to Girls at Parties* is a British-American sci-fi romantic comedy that premiered at the Cannes Film Festival in May. Set in the 1970s, an alien touring the galaxy breaks away from her group and meets two young inhabitants of the London suburb of Croydon.

© COLONY FILMS LIMITED 2016

##### Shinjuku Piccadilly

(Among other locations)

3-15-15 Shinjuku

Shinjuku-ku, Tokyo

Various times

Adults: ¥1,800

<http://gaga.ne.jp/girlsatparties/>

03-5367-1144

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5

#### 20 NOVEMBER– 5 DECEMBER

##### *The Scarlet Pimpernel*

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



6



## BRITISH BUSINESS AWARDS

PHOTOS: LIFE.14

1

The GlaxoSmithKline K.K. team

2

Custom Media K.K. staff with Michinobu Yanagisawa (second left), manager, international distribution of content, *The Japan News* published by the *Yomiuri Shimbun*; Kumiko Yasuoka (second right), vice president of marketing, proprietary card services at American Express International, Inc.; Motoyoshi Kasatani (right), director of business development, proprietary card services at American Express; Marc Davies (second right, front row), deputy manager, corporate affairs management division at *The Japan Times*, Ltd.; and Takeharu Tsutsumi (right), president of *The Japan Times*.

3

The British Chamber of Commerce in Japan team, from left: Sanae Samata, operations manager; Rio Kojima, intern; Lori Henderson MBE, executive director; Coby Parker, intern; Sam Maddicott, membership and marketing; and Eduardo Pabon, volunteer.

4

From left: Jane Best OBE, executive officer, Refugees International Japan; Gavin Dixon, co-founder and consultant of Global Perspectives K.K.; and Tove Kinooka, co-founder and consultant of Global Perspectives.







1



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## OTHER UK-JAPAN EVENTS

### 1 | EDUCATION

British Ambassador to Japan Paul Madden CMG and his wife Sarah were guests of honour of the British School in Tokyo for the opening of new facilities at the Showa campus on 16 October, where they saw a *taiko* display.

PHOTO: BRITISH SCHOOL IN TOKYO

### 2 | EMBASSY

Frank Lampard OBE (top), the former Chelsea FC and England player, with British Embassy Tokyo staff on 9 November. Lampard took part in a coaching session with the Chelsea Foundation and British School in Tokyo on the residence lawn at the embassy.

PHOTO: BRITISH EMBASSY TOKYO

### 3 | SPORT

Bill Beaumont CBE (centre), chairman of World Rugby Limited, at the official announcement of the 2019 Rugby World Cup match schedule, on 2 November at the Grand Prince Hotel Shin Takanawa in Tokyo.

PHOTO: ©JR2019/H. NAGAOKA

### 4 | ECONOMY

From left: Robert Guest, foreign editor, *The Economist*; Rinako Okamoto, chief executive officer, the Great Place to Work Institute Japan; Kimie Iwata, president, the Japan Institute for Women's Empowerment & Diversity

Management; and Sachin Shah, chairman, president and chief executive officer, MetLife Insurance K.K., at The Economist Events' Japan Summit 2017 on 26 October at the Hotel Okura Tokyo.

PHOTO: THE ECONOMIST EVENTS

### 5 | DRINK

David Croll (left) and Marcin Miller, chief executive officer and co-founder, The Kyoto Distillery, respectively, were sworn in as members of The Gin Guild on 12 October at Mansion House in London.

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



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## BIG AND BOMBASTIC

Trevor Horn defined the 1980s

BY GUY PERRYMAN MBE

Back in the late 1970s, British bass player and music producer Trevor Horn CBE predicted that computers would one day make music. He had been reading a lot of science fiction and was inspired to form the electro-pop group The Buggles and create music on electronic equipment, keyboards and synthesizers. They wrote the smash hit single *Video Killed the Radio Star*, which became an iconic moment in global music history as the first music video played on MTV. It is a song that unofficially defines the start of the generation of music known as new wave.

I had the pleasure of interviewing Trevor Horn in Tokyo in August when he was in Japan touring with his Trevor Horn Band. Their live set comprised the big hits he has produced for many artists over the years, including Yes, Frankie Goes to Hollywood, 10CC, Grace Jones, Seal and others.

The idea of a producer playing their artists' songs could be seen as vanity project folly and a potential disaster. Yet Horn pulled together a team of exceptional musicians and vocalists, something he has done in the studio for years. They nailed the tracks just as a fan would want, including a raucous rendition of *Video Killed the Radio Star*.

Of this song, Horn said, "I could feel it was all going to change—I had this idea that people

would start making records with computers. It seemed like a crazy idea back then, but of course it's exactly what's happened." I asked if he loves the technology now, and he said, "Yes. It's made making records easier. It doesn't help you make good records, but it certainly helps making average records easier".

### Studio as instrument

I first consciously became aware of Horn when he produced another smash hit single: *Owner of a Lonely Heart* for Yes in 1983. I had just started my first paying gig at a radio station and was awestruck to have access to professional studios. I remember hearing the record for the first time and playing it over and over again very loudly in the studio, which had fabulous monitors. All of the sounds Horn squeezed and edited into that piece of music, with big and bombastic results, meant it was the perfect track for a studio sound system.

"[Making records with computers] seemed like a crazy idea back then, but of course it's exactly what's happened".

It was the moment I discovered a studio itself can be used as a musical instrument. I wondered when Horn's defining moment was?

"I was a working musician from the age of 16 and every time we went into a studio to record I would always go into the control room afterwards to listen, and that was when I decided this is where I want to be. The speakers sound fantastic, it's air conditioned, nobody disturbs you. The studio's where it's going to be happening now". A synthesized reality, I thought, just where Horn obviously feels comfortable.

### Keeping it real

The big, bombastic sound is what Horn is known for, but he has produced mellow tunes, too, including most famously Seal's *Kiss From A Rose*. I wondered if being a bass player is the reason he likes that big sound?

"Nah, I just like big records" he replied, adding, "What's the point in pretending to be something you're not. I might as well do something that I'm good at rather than being somebody else. The worst thing is to work with people and they tell me, 'I don't want it to sound like one of your records'".

So Horn was delighted with a recent project creating the soundtrack for the NHK animation series *The Reflection Wave One*, where the producers simply gave him song titles—including *Sky Show*, *The Future of Happiness* and *From Battle to Flight*—and told him to be true to himself as well as give it the big Trevor Horn sound.

Many of the iconic albums Horn produced are immersive soundscapes, such as the jungle vibe of Frankie Goes to Hollywood's iconic *Welcome to the Pleasuredome*, of which Horn said, "That intro is very strange, we were all a bit crazy when we did that". And of the intimate sounds of Grace Jones' album *Slave to the Rhythm*, Horn said, "When you work with Grace, you can't help but get involved with her idea of herself as an art object". So, ultimately, the artist inspires the producer, who magnifies the art.

The end of our conversation briefly touched on his work with Art of Noise in the mid-1980s. They were experimenting with the new Fairlight computer and the possibilities of sampling sounds, which were then used as musical notes. It was more fun with more toys in Horn's favourite place—the studio.

Just like Horn, I'm a very happy man in the studio. He may have got right the prediction that music would be created on computers, but I'm holding out that his lyric "video killed the radio star" won't come true just yet. 🍀





## THE PRESENTATIONS JAPAN SERIES

## HOW TO MAKE A MAGNIFICENT ACCEPTANCE SPEECH

Getting it right at the 2018 British Business Awards



BY DR GREG STORY  
PRESIDENT, DALE CARNEGIE TRAINING JAPAN

**Y**ou want to promote your business or organisation so that you can be more successful. A genius idea pops up among the brain trust over a few drinks after work—why don't we enter the British Chamber of Commerce in Japan's (BCCJ's) British Business Awards?

Someone has to win, don't they, so the odds are fair. Anyway, there isn't a downside is there? True, but there can be if you don't fully think this through. I don't mean the requirement for polishing the application or assembling the data in support of the claims being made. I am talking about snatching defeat from the jaws of victory on the winner's dais.

**Making a hash of it**

When you win, you are invited up on the stage. The cameras are rolling, the lights are flooding the ballroom and the music is pumping. You are pumping too, baby. It quickly occurs to you that hammering the booze on the table to instil some bonhomie amongst the troops was a good idea at the time, but now you need to pull yourself together. Back slapping, hand shakes, high fives propel you to the stage as you make your way through the labyrinth of round tables.

Before you know it, you and the team have assembled on stage to receive the ovation from the crowd. In a moment, the host announces you are about to be handed the cool-looking trophy from the British Ambassador to Japan, His Excellency Paul Madden CMG. The crowd goes quiet as you draw up to the microphone stand while grasping the prize in your hand. Hundreds of eyes are fixed on you, awaiting your acceptance speech. You fluff it.

A ragged series of ums and ahs are punctuated by disoriented rambling highlighting no cohesive set of thoughts, concepts or ideas. You are now sweating bullets. Multiple beads of perspiration start to run down your face, your pulse is surging—

## Stay off the booze until you actually win.

you realize this is a disaster and mentally start looking for the exit.

The tuxedoed dandies have had their Coliseum bread and circuses moment. Having seen the lions dispose of their victims, they return to their table chatter. You are not forgotten though. You have now been publicly outed as an incompetent who can't string three words together. Your reputation is shredded and the trophy somehow feels less magnificent in your grasp.

**Déjà vu**

Reading this account, you recall having seen this before, don't you. Underprepared speakers making a complete hash of it. Don't try and wing it. Think ahead and be properly tooled up. Under no circumstances mention you are nervous, even if you fear you are about to faint. Fall flat on your face out cold, but don't apologise for your lack of preparation for this speech or your totally bereft skill set in giving speeches. Don't make jokes to release the tension of the moment; you are not funny.

Begin where you need to. Thank the ambassador, the BCCJ and the judges for awarding you this magnificent trophy and great honour. Congratulate your vanquished opponents with great generosity, extolling their virtues and achievements.

Next, take this opportunity to promote your firm or organisation. That is why you applied in the first place, isn't it? Give them your thoroughly rehearsed and well-constructed

elevator pitch on why what you do is vital to mankind and the future of the universe. This needs to be tight, taut and with no fluff.

When you thank the people in the team who have made this happen, make a short personal remark about each of them. Taro, who stayed late so many nights, catching the last train home to get the project completed on time. Megumi, for her total dedication to taking care of the clients. Daisuke, for his rousing leadership of the sales team when things looked grim. Mari and her team of angels in the back office who somehow managed to hold the whole thing together through thick and thin.

Finally, thank your family and friends who have supported you. If you become emotional at this point, don't worry—whip out your hanky, wipe your eyes and just keep going. We will love you for it.

Wrap it all up with a rousing call to action for the crowd. Encourage them to play a bigger game and maximise their potential here in this wonderful, exciting and special country of Japan. Thank the organisers again, wave the trophy and move away from the microphone stand to signal you have finished. Now, quietly call the team together to join you and the ambassador as you all pose with the trophy for the photographers. Then, get off the stage, you are done!

Think through the award component of the evening, prepare thoroughly what you want to say, rehearse it many times, time it to make sure it isn't too long and stay off the booze until you actually win. Good luck!

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# HOW THE BBA BEGAN



The BCCJ's 60th anniversary prompted the launch of the British Business Awards

BY IAN DE STAINS OBE

In the early 2000s, the British Chamber of Commerce in Japan (BCCJ) launched a number of initiatives, designed to celebrate membership, which were components of a largely successful drive to increase and diversify the firms and individuals who were part of the chamber. One element was the very popular Brits Bash, an often black-tie party held at a popular venue in the centre of Tokyo.

Then came 2008 and the 60th anniversary of the establishment of the BCCJ. Thinking caps on: what would be a suitable way of marking such an important event? Various ideas were discussed at the Executive Committee level. The breakthrough came when we received a copy of the magazine of the British Chamber of Commerce Singapore, which at the time was running a "business competition". That gave us the beginnings of what would become the British Business Awards (BBA).

But there is a long way to go and much to be done between an idea and its realisation. We knew we wanted to launch a competition of sorts, but just what should be the criteria? What about the categories? And who would the judges be? Further, how would the winners be recognised?

## Getting it right

A small organising committee was formed to address these issues, among others, and—if memory serves—the first to be addressed was just what categories should be selected.

These days, the categories are broader and, arguably, more challenging—and therefore more exciting. But, in year one, things were kept a lot simpler, with Best Entrepreneur, Best CSR Initiative, Innovation and Corporate Excellence being the four categories.

There was much debate over what the awards would actually be. Would a printed certificate of some sort suffice, or was there



Ian de Stains OBE (left) with the winners of the 2010 British Business Awards.

a need for something of more substance? In the end, it was decided to buy and engrave Waterford Wedgwood vases.

Finding sponsors for those was another issue, of course, as indeed was the question of sponsorship overall. This has become somewhat easier over the years as the BBA has become increasingly successful and popular.

Moreover, these days the awards are specially commissioned, this year designed by the highly regarded Sebastian Conran and sculpted by artisans from Gifu Prefecture.

I believe the committee found it hard at first to identify appropriate judges, but we were exceptionally fortunate in having Lord Digby Jones—at the time a sort of roving trade promoter—to walk into the spotlight and present the awards. These days I suspect there is no shortage of volunteers for what is far from an easy task.

## No longer a gamble

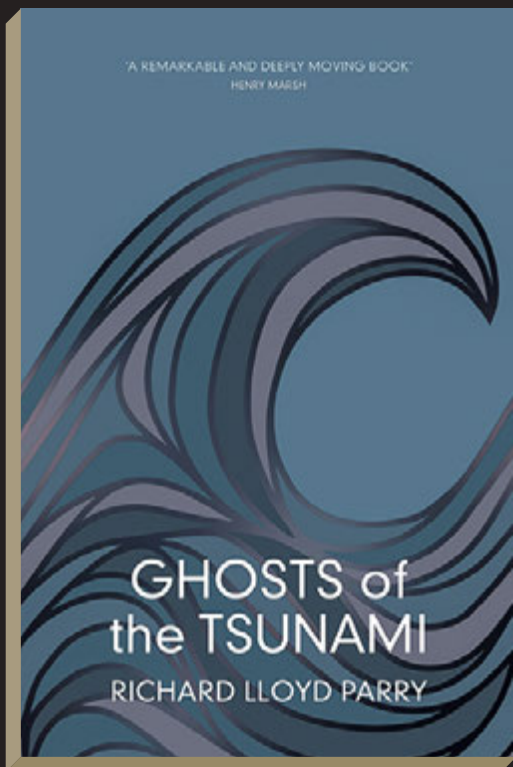
The venue for such a significant event is, of course, extremely important. Thus, from the beginning, the BCCJ has been fortunate in having outstanding support and service from some of the finest hotels it counts among its membership.

As for entertainment, it has ranged from the Tokyo Sinfonia to a children's group of hip-hop dancers.

The BBA programme goes from strength to strength, while the number of those attending increases year on year, as do nominations for awards. What started off as a gamble for the 60th anniversary of the BCCJ has turned into a real success story for the chamber. We look forward to more of these competitions now we have reached the 10th anniversary of the awards, and next year the BBA will play an important role in the BCCJ's 70th anniversary celebrations. 🇬🇧



BCCJ ACUMEN has one signed copy of this book to give away. To apply, please send an email by 30 November to: [publisher@custom-media.com](mailto:publisher@custom-media.com). The winner will be picked at random.



## *Ghosts of the Tsunami*

*Ghosts of the Tsunami*  
Richard Lloyd Parry  
Jonathan Cape  
£16.99

No one who was in Japan on 11 March 2011 will easily forget when the ground began to shake and began to do so violently. This was unlike other earthquakes in terms of intensity. But what happened afterwards was even more extraordinary.

There were two catastrophes to strike north-east Japan. Reactors at the Fukushima Daiichi Nuclear Power Plant melted down, following the failure of their cooling systems.

“Explosions in three of the reactors scattered radioactive fallout across the countryside. More than 200,000 people fled their homes. The earthquake and tsunami had an immediate effect on human life. By the time the sea had retreated, more than 18,500 people had been crushed, burned to death or drowned. It was the greatest single loss of life in Japan since the atomic bombing of Nagasaki in 1945”

This is how Richard Lloyd Parry, a Tokyo-based British writer, chooses to introduce his magnificent account of The Great East Japan Earthquake and Tsunami. Lloyd Parry—Asia editor for *The Times*—is a writer of significant power, as he has demonstrated in his previous books, for example *People Who Eat Darkness* on the Lucie Blackman case.

Lloyd Parry makes his case immediately: “Of all the people I encountered in Tohoku, none made a stronger impression than Taiyo Kaneta. It was not his Buddhism that interested me the most—the fact of his being a priest often seemed incidental to who he was; no more than a detail of personality. He was a natural teller of stories, a man of learning and intellectual honesty”.

In Buddhism, the 49th day after death marks the time when the departed soul enters the afterlife. “Kaneta gathered a group of fellow priests, Shinto and Buddhist as well as a Protestant pastor to perform a ritual march into the town of Shizugawa, a town almost completely obliterated”.

Lloyd Parry is as usual meticulous in his detail and is most easy to read. His descriptions of the earthquake and the aftermath make for very clear pictures of what were traumatizing events: You feel that you were there. 🇬🇧

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