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Commerce in Japan

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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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BCCJ ACUMEN

Editor in Chief: Simon Farrell

British Chamber of Commerce in Japan
12F Ark Mori Bldg.
1-12-32 Akasaka, Minato-ku, Tokyo 107-6012
Tel: (03) 4360-8361 | Fax: (03) 4360-8454
info@bccjapan.com | www.bccjapan.com

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CONTRIBUTORS

BCCJ members and writers are welcome to submit ideas for content, which will be reviewed by the editor.

kathryn@custom-media.com



Julian Ryall

Japan correspondent for *The Daily Telegraph*.



Mark Schreiber

An author and translator who has been based in Tokyo since 1966. Schreiber was employed as a media analyst in market research before turning to freelance writing.



Antony Tran

A Tokyo-based photographer, Tran specialises in events, commercial, portraits and street photography.



Trevor Webster

Area Manager of de Vere Group Tokyo K.K., Webster has worked in Tokyo for over 10 years specialising in retirement and estate planning for the international community.



Dr Greg Story

President of Dale Carnegie Training Japan.



Dr Tom Lomax

A general practitioner at the Tokyo Medical and Surgical Clinic. After training in the UK, Lomax obtained a Japanese medical licence in 2008.



William Penrice

President of Hasselblad Japan, Penrice represents the Swedish camera manufacturer across the Asia region. He has been working with Japan and photography since 1992.



Alfie Goodrich

A British photographer and photography teacher. Goodrich works full-time in Japan shooting a variety of styles, from photojournalism and commercial advertising photography, to fashion and portraiture.

ALSO CONTRIBUTING THIS MONTH:

Maria Miyazaki MBE: After joining the British Embassy Tokyo in 2007 as a vice consul, Miyazaki became joint head of the Japan Consular Network and was awarded an MBE in 2012.



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

PUBLISHER Simon Farrell	SALES MANAGER Leon van Houwelingen
PRESIDENT Robert Heldt	ACCOUNT MANAGER Jody Pang
STUDIO MANAGER Paul Leonard	ACCOUNT EXECUTIVES Rick Ahern Genevieve Seah
GRAPHIC DESIGNERS Michael Pfeffer Ximena Criales	CLIENT SERVICES EXECUTIVE Joseph Gummer
DEPUTY EDITOR Kathryn Wortley	VIDEO PRODUCER Gamma Siregar
CLIENT SERVICES DIRECTOR Sam Bird	MEDIA COORDINATOR Kana Shimoyoshi
MARKETING MANAGER Megumi Okazaki	PROJECT COORDINATOR Reika Igarashi

To advertise or order *BCCJ ACUMEN*: inquiries@custom-media.com

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As you receive this issue, I'm sure your plans and event calendar for the Christmas and New Year period are in full swing. I wish you all a very happy holiday.

Seasonal tips

Whether celebrating the festivities in Japan or abroad, the consular team of the British Embassy Tokyo has advice on how to stay safe and be prepared for the unexpected while enjoying your well-earned break (page 9).

There are also tips from financial expert Trevor Webster. The festive season can present many with increased temptation to spend over budget, take out a loan or charge credit cards to pay for luxury items and Christmas or year-end gifts. The resulting challenges can be both short and long term. Webster's 12 steps to financial freedom provide a useful guide that addresses some key money-related issues (page 33).

Small efforts, big changes

As we approach the end of one year and the start of the next,



Festive spirit

Managing, reflecting and celebrating

KATHRYN WORTLEY

kathryn@custom-media.com

it is perhaps inevitable that people become reflective. For me, a memorable part of the *bonenkai* (year-end parties) I attended in rural Kagoshima Prefecture was when each guest shared a personal, positive experience from the year, and the reason they were thankful for it. The seemingly small, everyday things that my

friends and former colleagues had done, or from which they had benefited, invariably made an impact on others.

International Volunteer Day, on 5 December, celebrates this sentiment and the difference that ordinary people can make to not only people's personal lives, but also wider causes. TELL outlines a range of not-for-profit

organisations that survive on the work of volunteers, with links enabling anyone interested to become involved (page 47).

From the publisher

On the subject of volunteers, I'd like to honour those who helped stage the 2014 British Business Awards on 14 November (page 18).

Cynics say volunteers just do it for their own agenda, to make a name for themselves, or to network. Rubbish. There are too many to name here, but thanks indeed to all.

My creative and project management teams at Custom Media also earned much applause for their patience and sacrifice, often after work hours, to produce spectacular videos for, and of, the record-breaking event, as well as to design free adverts for not-for-profit winners.

And I'm pleased indeed that our tireless and uncomplaining Megumi Okazaki (page 53)—who secured prizes, joined meetings and helped on the day—pocketed a nice raffle prize. I call that karma. 🍀



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Everything you need for your holiday
except your drunk uncle Steve.

BCCJ ACUMEN
would like to wish the
season's greetings
to all our readers.

THESE COMPANIES SEND THEIR THANKS AND
BEST WISHES FOR THE HOLIDAY PERIOD TO THEIR
CLIENTS AND BCCJ MEMBERS.



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Wishing BCCJ staff
and members a happy
holiday season.



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STAY SAFE DURING THE HOLIDAY PERIOD

Advice on parties and travel

BY MARIA MIYAZAKI MBE

At this time of year, when the tinsel and Christmas decorations go up at the British Embassy Tokyo, so do the number of people needing assistance from the consular team here and the Consulate-General in Osaka. The consular team are here to support British nationals in difficulty, such as when Christmas parties go wrong, or there are mad dashes to the airport, via the embassy, to have an Emergency Travel Document (ETD) issued.

While, of course, we are happy to assist, here are a few tips to avoid the need for our help, and have a wonderful Christmas and New Year.

Celebrate with care

It is the season to be merry and attend lots of Christmas parties and *bonenkai*. Every year, on the morning after such parties, we meet a number of party-goers in a police cell. Police in Japan can detain you for up to 23 days while they investigate the alleged crime. This is even the case for minor offences. In the past, Brits have been locked up over Christmas for incidents including altercations with taxi drivers, stealing cardboard cut-outs from karaoke bars, and damaging property.

There are also frequent cases of Brits being the victims of drink-spiking, mainly—but not exclusively—around the

entertainment districts of Shinjuku and Roppongi. In general, the perpetrators access the victims' bank accounts or charge very expensive bar bills to their credit cards. If you have been drinking alcohol and start to feel unusually drunk—considering the volume you have consumed—or unwell, tell a trusted friend and leave the bar immediately. If you continue to feel unwell, seek medical attention. You should report the incident to the police and your travel insurer. You can also contact the embassy if you require further advice.

Take travel advice

Many residing in Japan use the opportunity of the Christmas and New Year holidays to take a break. Before you book your holiday, read and subscribe to the country-specific travel advice available at www.gov.uk/foreign-travel-advice. You should make sure you know the entry requirements for your holiday destination, as immigration rules about passport validity and the space required for visas varies. Many countries in Asia only accept passports with a period of validity of at least six months and/or full blank pages for stamps and visas.

If your passport does not comply with these requirements, we may be able to help extend your passport or produce an ETD. Conditions and charges apply.

Passport criteria

We are currently able to stamp passports with validity for an extra year. However, the passports need to meet the following criteria:

- The passport holder is outside the UK
- The passport is red
- The passport holder has not already applied to renew their passport
- The passport expired less than six months ago or will expire in the next three months (or in the next seven months if you are in or going to a country or territory that requires you to have six months left on your passport)
- The passport has at least three blank pages

Applicants need to call the embassy or consulate to discuss their eligibility and request an appointment.

If you cannot get a new or replacement British passport to travel, an ETD allows you to leave the country you are in and travel to your destination via a maximum of five countries. The ETD can also cover a return journey if you are resident in the country from which you are applying.

Please note that not all countries allow entry on an ETD; others have extra requirements, such as visas. You will need to check whether the document is

- Be wary of drink-spiking and report any incidents to the police
- Read country-specific advice about travel and visas
- Take out travel insurance for domestic and international trips

accepted in all the countries to which you wish to travel.

For more information, including a list of necessary documents and costs, visit www.gov.uk and search for passports and Emergency Travel Documents.

Travel insurance

Make sure to get travel insurance for your holiday. Travelling uninsured—particularly if abroad—can cost an immense sum if a trip goes wrong. Make sure you are prepared for your travels and adequately covered before you go. Visit www.gov.uk/foreign-travel-insurance for more advice on buying travel insurance and what the insurance policy should cover.

When taking out insurance to travel overseas with a pre-existing medical condition, answer questions about your medical history fully and honestly. If your health condition changes before you travel, contact your insurer to discuss it.

If you stay in Japan for the holiday season to enjoy winter sport, check your health insurance to confirm that you will be covered.

We hope you have a wonderful and safe Christmas. 🇬🇧

British Embassy Tokyo:
03-5211-1100

British Consulate-General Osaka:
06-6120-5600

MEDIA

Rail system to gain speed

Agility Trains, a consortium of Hitachi Rail Europe and John Lains plc, has unveiled the first of its pre-series Super Express Trains to be supplied to the UK, the *International Railway Journal* reported on 24 November.

The firm will finance, supply and maintain 122 trains for the Great Western Main Line and the East Coast Main Line under the Department for Transport's Intercity Express Programme.

The first nine production trains will be built in Japan, before assembly switches to Hitachi's new purpose-built plant in County Durham in mid-2016. The first train is due to arrive in Southampton in 2015.

Midlands firms test market on trade mission

Eight firms from the manufacturing and automotive sector have visited Japan on a trade mission, the *Shropshire Star* reported on 28 October.

The trip saw the West Midlands-based businesses visiting the Japan International Machine Tool Fair, the British Embassy Tokyo and a number of key local manufacturers.

Some, such as oil mist extraction unit manufacturer Filtermist International Limited, already have contacts in Japan. Others such as Grainger and Worrall Limited—a technical castings firm—hope to take their first steps into the market.

North Wales savours new factory investment



Akira Matsumoto (left) met Edwina Hart MBE, Welsh minister for economy, science and transportation, and British Ambassador to Japan Tim Hitchens CMG LVO in Tokyo.

Snacks manufacturer Calbee, Inc. has chosen northeast Wales as the site of its first European factory, the BBC reported on 31 October.

The move, backed by the Welsh government with an undisclosed amount, is expected to create 100 jobs in the Deeside Enterprise Zone of Flintshire. Manufacturing is set to start in the first half of 2015.

Calbee Chairman Akira Matsumoto said the firm was “making a long-term commitment to grow the business from this important base in Deeside”.

Life imitates art for new English class

DVDs and scripts of *Downton Abbey*—a British period drama TV series, first aired in the UK in 2010—are being used in a new English language course for Japanese students, *The Daily Mail* reported on 21 November.

Approached by the Japan distributors of the series, NBCUniversal, Inc., the British Council is running the class following a successful theme night in Tokyo about the British drama.

The course, which has attracted a variety of students, from those of university age to pensioners, was over-booked within a day of opening. The British Council plans to run another course to coincide with the airing of the show's second series in January 2015.

Whisky accolade a first for Japan

A single malt from Suntory Holdings Limited has become the first Japanese whisky to be named best in the world, *The Guardian* reported on 4 November.

Aged in Japan's oldest distillery—founded by Scots-trained Masataka Taketsuru, who read organic chemistry in Glasgow to learn the art of whisky-making—Yamazaki Sherry Cask 2013 was depicted as “near indescribable genius” in *Jim Murray's Whisky Bible 2015*.

This year marks the first time not a single Scottish whisky has been listed in the top five of the expert's respected guide. The prize for best European whisky went to Chapter 14, from the English Whisky Co. Ltd.



A single malt from Suntory's Yamazaki Distillery was ranked the best whisky in the world.

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Fish for local palates

Japan's largest supermarket chain is promoting Scottish mackerel, with two products localised for the market, *The Grocer* reported on 31 October.

Mackerel in butter oil and *mirinboshi* (fish seasoned with sweet rice wine and dried in the sun) were rolled out following a launch with bagpipes and sampling events at 80 Aeon Co., Ltd. stores.

Brokered by trade body Scottish Development International to support global sales of the products, the development builds on the activity of Scottish producers in the country, including a presence at the Japanese International Seafood & Technology Expo in August.



Scottish mackerel is on sale in 80 Aeon stores.

Poll shows why students pick UK

British universities continue to attract students from Japan, *Times Higher Education* reported on 15 November.

A survey of 2,004 Japanese students by the British Council shows that 45%—a figure similar to, or better than, figures for other developed nations—had studied abroad or wanted to study abroad in the future.

The reasons cited for choosing a British university include the chance to experience living in the UK, world-class universities, prospects for a career abroad and safety.

Sport tie-up for youth

British Swimming, the national body governing swimming in Great Britain, has teamed up with its counterparts in Japan to boost medal prospects in the Tokyo 2020 Olympic and Paralympic Games, the BBC reported on 11 November.

Junior and senior swimmers will join training camps in both countries, and techniques in the areas of sport science and medicine, as well as information for novice and elite coaches, will be shared.

According to Tim Jones of British Swimming, "The quality of youth swimming in Japan is beyond anything in comparison with the rest of the world—except, perhaps, the USA".

London for clubbing, Tokyo for shopping

A study has ranked London and Tokyo as the second and fifth most fun cities in the world, *The Daily Mail* reported on 12 November.

The Ultimate Fun City Ranking, by www.getyourguide.com, examined 18,000 cities worldwide on the basis of the quality of their restaurants, bars, adult entertainment, museums and shopping, as well as on the cost of a beer and time of last orders in pubs and clubs.

In specific categories, London lifted the title of best for clubbing and concerts, while Tokyo is considered to have the top bars and shopping in the world.



Virtual pop star debuts in London

Hologram idol Hatsune Miku gave her first performance at the 2014 Hyper Japan Christmas Market in Olympia, London, www.wired.co.uk reported on 10 November.

A creation of Sapporo's Crypton Future Media, Miku has become a modern icon, with over 100,000 songs recorded using her image.

Miku's appearance was handled by Mirai no Neiro, a volunteer group focused on spreading the appeal of synthesised performances abroad. It was preceded by a short talk on the history and cultural significance of vocaloid—a technology for voice synthesis—culture in Japan.

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As 2014 draws to a close, we reflect on a record-breaking year at the British Chamber of Commerce in Japan (BCCJ). None of the results would be possible without the commitment and energy of our people.

Recognising staff

In January, Sarah Firth joined the BCCJ as membership and marketing assistant, thereby increasing our staff by 50%. Since then, traffic to www.bccjapan.com has surged—evidence of growing engagement by members and non-members alike. Our *Weekly Round Up*, where the BCCJ and member firms share news, now has an average opening rate of 40%. Further, more and more of those 200 member firms are using our BCCJ website offers page, a “members marketplace” offering products and services at discounted rates.

Lee Hyon-Suk joined us on 1 December as global sporting events project manager, and has hit the ground running to ensure that BCCJ member firms have the opportunity to support the delivery of the 2019 Rugby World Cup and the Tokyo 2020 Olympic and Paralympic Games. One of Lee’s first tasks is to create an



BCCJ people

The jam in the doughnut

LORI HENDERSON MBE

archive of BCCJ activity to date on these mega-events, including the outcomes of our eight related events held since July. The most recent, our “Olympics Bus Tour” on 25 November, saw over 20 UK businesses join BCCJ member firms on a visit to the key sites of Tokyo 2020.

This year, interns have joined the BCCJ from the UK, Canada, the

US, Japan and Palestine. Each one has brought value and alternative perspectives, and it’s a pleasure to see them grow over the course of their time with us.

And, we cannot forget Sanae Samata who began working at the BCCJ in 1987. She says life in the chamber office was more peaceful at that time—before the Internet, eight communications channels,

a “united nations” of interns, and a noisy Scot sprang into her life.

Chamber vitality

As for me, I will reflect on the year’s highlights during a family break in the UK. Before signing off, I borrow some words of wisdom from 2014 British Business Awards Person of the Year Sue Kinoshita, director of UK Trade and Investment.

“Our [UKTI] team organogram has me sitting at the centre, with our various teams ranged around me, rather than the more typical hierarchical structure. I like to describe myself as the jam in the middle of the doughnut. I feel similarly about the British business eco-system in Japan, represented by the nominees in this year’s Person of the Year category. Every single one of them is providing the substance of the UK–Japan business relationship, and I just have the very jammy job of sitting at the intersection of all their activity”.

It’s been an honour to serve our people—members, the executive committee and their communities—again this year. Thank you for giving us such wide and varied support—truly the lifeblood of the chamber. On behalf of the BCCJ team, I wish you a fruitful festive season, and a happy new year ahead. 🍷



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MEDIA

CONSUMER HITS FOR 2014

When the going gets tough, firms that achieve major marketing success are eagerly studied for insights into how they managed to win over consumers despite a business downturn. The most recent case came about in the wake of the April rise in the consumption tax rate, from 5% to 8%.

Nikkei Trendy, a magazine put out by the group that publishes the *Nihon Keizai Shimbun*, has announced its *hitto shohin*, a list of the top 30 products and services of 2014.

The annual proclamation—based on data collected at points-of-sale over the previous 12 months—is part of a Nikkei tradition dating back to 1971.

The top spot for 2014 goes to the Disney animated film *Frozen*. Inspired by *The Snow Queen*, written by Hans Christian Anderson, it grossed ¥25.4bn, making it the third-biggest box-office hit in Japan's history. The film is expected to bring in more than the current

second-biggest box-office hit, *Titanic*.

Second on the *hitto shohin* listing is “Yokai Watch”, a hugely popular video game that has spawned both a television show and spin-off merchandise.

In third place is the Wizarding World of Harry Potter at Universal Studios Japan, which opened on 15 July. This area drew a record number of visitors in the first three months after its opening.

While entertainment-related products and facilities hold the top spots, brands Ariel and Bold, from Procter & Gamble Japan, took fourth place with new types of laundry detergent in the form of dissolving gel balls, instead of traditional powder. Along with Bold, sales from this new type of detergent grabbed 8% of the market, selling 6.7mn boxes—the sales projected for one month—in just one week.

Rounding out the top five is Lion Corporation's *Ban ase-burokku* (perspiration block) underarm deodorant, which



The Wizarding World of Harry Potter, in Osaka, placed third in the ranking. PHOTO COURTESY OF UNIVERSAL STUDIOS JAPAN™ & WARNER BROS. ENTERTAINMENT INC. HARRY POTTER PUBLISHING RIGHTS ©JKR (SI4)

claims to prevent both odour and perspiration. Boosted by a humorous campaign featuring popular Taiwanese actress Lin Chi-ling, some 2.5mn units were sold in five months.

Other hits reflect changes in market direction and the carving out of new niches. They include croissant donuts (8th); low-priced smartphones (9th); Osaka's tallest building, Abeno Harukas (10th); and kinetic sand (11th)—

originally made in Sweden, it is sand mixed with silicone, which allows it to be moulded into various shapes.

Also mentioned were Google's Chromecast HDMI Streaming Media Player (15th); lightly sweetened beverages (17th); the Philips Noodle Maker, which produces fresh pasta from a mix in just 10 minutes (26th); and Nissin's spicy Thai-style Tom Yam Cup Noodles (28th).

CONTAINER COOPERATION YIELDS SAVINGS

In the quest to reduce logistics-related costs, more firms are allowing the barriers between different business sectors to drop, enabling collaborative, two-way use of shipping containers. In the *Shukan Economist* (4 November), Jiro Kato, a senior researcher at the Mitsubishi Research Institute, Inc., notes that since 2013, a number of firms have agreed to share space in ocean shipping containers,

making it possible to trim costs by as much as 30%.

Businesses that have adopted the scheme include agricultural equipment manufacturer Kubota Corporation and other exporters, including Toshiba Corporation, Ito-Yokado Co., Ltd. and Suntory Holdings Limited. It is hoped the reduction in costs will help to boost Japan's international competitiveness.

In the past, a container arriving at a Japanese port was transported to an inland storage facility, where the contents were removed. Then, the empty container was returned to the port or, in the case of exporting firms, the empty container was taken to their factory, filled, and transported to the port for shipment overseas.

SUBURBAN WIVES SET NEW TRENDS

The word on the street is that the Tokyo metropolitan area has a new, trendy spot: the redeveloped area around Musashi Kosugi Station. Located across the Tama River from the capital's Ota Ward, the area is part of Nakahara Ward, Kawasaki City.

In an annual survey conducted in July by Haseko Corporation, respondents were asked which neighbourhood in the greater Tokyo area had the most residential appeal. Musashi Kosugi was ranked fifth.

Kichijoji in Musashino City was considered the most popular—for the 10th consecutive

year—followed by Yokohama, Jiyugaoka in Tokyo's Meguro Ward, and Shinjuku.

During the immediate postwar period, the Musashi Kosugi area was heavily industrialised. But, since around 2000, the area's factories have been relocating or closing down. In their place, high-rise condominiums have been springing up, and with them has come an increase in new arrivals, who are projected to reach 21,000 by 2018.

One key factor behind the area's popularity is improved rail service. In 2010, a new station on the JR Yokosuka Line went

into service, enabling commuter express trains to reach Shinagawa Station in approximately 10min, and Tokyo Station in 20min.

Driving the trend towards gracious living are the *musako-zuma* (an abbreviation referring to "the wives of Musashi Kosugi"). According to Koji Yamaguchi, a manager at the Yokohama branch of Mitsui Fudosan Co., Ltd., these women are mostly in their 30s and 40s. The average household size is 2.5 people, with a combined average annual household income of ¥10–12mn.

Both in terms of foods and clothing, the *musako-zuma's*

spending preferences lean towards upscale goods for themselves and their families. Hoping to cater to their needs, the retail chain Ito-Yokado Co., Ltd. opened a 37,000-square-metre commercial complex on 22 November.

Situated midway between the Toyoko and Yokosuka line stations, Grand Tree Musashikosugi incorporates 160 shops, restaurants and other businesses. The new complex will be competing with several existing retailers nearby, including Lala Terrace Musashikosugi and Tokyu Square Musashi-Kosugi.



Grand Tree Musashikosugi incorporates 160 shops, restaurants and other businesses.



Local dignitaries recently opened the new facility.

Cooperative shipping firms can be divided into two basic groups: those with similar and those with unrelated products. In the first group, for example, Sapporo Breweries Limited and Kirin Brewery Company both operate plants in Hokkaido, located just two kilometres apart. Despite being business rivals, it makes sense for them to share container space if they are shipping to the same customer.

The other group comprises firms that, despite unrelated products, share container space. Kubota Corporation has teamed up with 21 other import and export firms to reduce the number of empty containers returned to ports. Further, unloading and loading cargo while containers remain on a lorry minimises turnaround times and reduces risks for shipping firms, thereby realising additional cost savings.

As cost-cutting efforts had reached their limits under the previous system—with congestion at seaports constituting the greatest bottleneck—the new so-called Container Round Use system is being pitched as the most practical solution. While not necessarily suitable for all types of firms in all situations, the greater efficiency means more firms are likely to hop on board. ❄

THE
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SCHOOL



IN TOKYO

BBA COMPANY OF THE YEAR 2014 THANK YOU!



The British School in Tokyo is honoured to have been judged 'Company of the Year' at the 2014 British Business Awards (BBA), organised by the British Chamber of Commerce in Japan (BCCJ). Our pupils, parents and staff would like to take this opportunity to thank all BCCJ members, the BBA judges and the organisers for their generous support, and for an unforgettable occasion—a wonderful way to round off our 25th Anniversary year.

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Balanced

Well-grounded with a broad range of interests, knowledge and skills developed both in and beyond the classroom. Objective, capable of seeing the big picture, without prejudice.



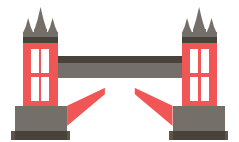
Inquisitive

Curious and open-minded, a seeker of knowledge. Happy to be an active lifelong learner: to explore, to be exposed to challenging unfamiliar concepts and to seek opportunities to enjoy new experiences.



Resilient

Determined and willing to persevere in the face of adversity. Prepared to set ambitious goals and work hard to achieve them. Resourceful and responsive to different situations and contexts.



Thoughtful

A friend. Considerate and respectful of the needs and values of others, with the capacity to focus, to think critically and to see issues from a range of perspectives. Reflective and keen to learn from experience - and from mistakes.



Independent

Capable of original thought. Innovative and prepared to demonstrate initiative. Discerning, with well-developed research and analytical skills, and the ability to step aside from the crowd.



Self-assured

Confident. Prepared to articulate and share ideas and personal opinions, to play a part in group and team activities, and to take the lead where appropriate. An intelligent risk-taker.



Honest

An example to others. Self-aware and principled; with high personal standards of behaviour, great integrity and a clear sense of right and wrong.



THE
BRITISH
SCHOOL
IN TOKYO



We have had some bumper attendances at British Chamber of Commerce in Japan (BCCJ) events so far this chamber year. More than 100 members and guests joined our breakfast, on 31 October, with Michael Woodford MBE, former CEO and whistleblower of Olympus Corporation.

The omens were thus good as we approached the 7th annual British Business Awards (BBA) on 14 November. Active and enthusiastic member participation provides the energy to fuel a vibrant events programme, and it was therefore with great pride that I was able to welcome and congratulate over 270 members and guests for their contribution in making this year's BBA the largest event ever hosted by the BCCJ.

Team effort

Although the purpose of the event is to showcase and applaud the success of award nominees, the platform also enabled me to acknowledge the contributions of individuals whose efforts made the evening possible. It was an honour to thank British Ambassador to Japan Tim Hitchens CMG LVO for presenting the awards, the judges—who had the difficult task of selecting the winners from



Energised by success

Thanks to players in British Business Awards

DAVID BICKLE
@BCCJ_President

more than 50 nominees—and, of course, the BCCJ secretariat for toiling through months of preparation.

Delivering an event of this size is truly a team effort. A number of BCCJ members gave generously of their time on a voluntary basis, including Guy Perryman; Rob Williams, who is heavily involved in the British business community;

and Frances Somerville, who marshalled the evening with clockwork efficiency. No list of credits would be complete, though, without acknowledging the role of Simon Farrell, who led this year's BBA task force. Congratulations to him and all those involved. Expectations for the 2015 event will be sky high, and planning is already underway.

Learning from fellow members

While I am proud of the success of the BBA, I am also acutely aware that this is merely one milestone along the road to the goal of providing BCCJ members with a more effective platform for business exchange and networking opportunities. Far from basking in the after-glow, the secretariat has continued to deliver the remainder of this year's events. The BBA was the perfect complement to the seventh in our series of "Small is GREAT" events, that was held between networking receptions hosted jointly with fellow chambers. Providing inspiration to budding entrepreneurs, BCCJ member Jeremy Sanderson shared the experiences that have taken him on a career journey, from the Metropolitan Police Service to concurrent executive leadership positions with five firms in Japan.

The achievements of our BBA nominees, and entrepreneurs like Sanderson, show that Japan continues to offer great opportunities for those with the skills and determination to succeed. I hope that you will be energised by their success, and look forward to welcoming you back to the BCCJ in 2015. For now, I wish you a merry Christmas and a happy and prosperous New Year. 🇬🇧



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TOP STORY



BCCJ 2014 British Business Awards

BY JULIAN RYALL
PHOTOS BY ANTONY TRAN



Celebrating the excellence of UK-Japan business relations, the seventh annual British Business Awards (BBA) broke records and set a number of firsts.

Firmly established on the British Chamber of Commerce in Japan (BCCJ) calendar as a must-attend event, the evening attracted a record 274 bookings.

That figure made the 2014 BBA—sponsored by the Royal Bank of Scotland plc—the largest event in the 66-year history of the BCCJ.

The BCCJ also received 50 nominations for the six awards that were presented on the night.

This year's gala was also memorable for the impromptu and energetic dancing that broke out as soon as UK band Stone Foundation struck up the first chord of their rock, soul and jazz-fusion set. Prominent among the dancers were Alison Jambert, former BCCJ president, and Ambassador to Japan Tim Hitchens CMG LVO and his wife, Sara.

Warm reception

Held at the Hilton Tokyo in Shinjuku on 14 November, the evening commenced with a Champagne reception. Guests enjoyed the excellent Champagne Gaston Chiquet Tradition Brut, Premier Cru provided by Berry Bros. & Rudd, while Mika Ohta performed a selection of classic British tunes on the piano.

Guests also sampled the London G&T Bar, provided by Whisk-e Limited and ably assisted by Fever-tree and Sipsmith. Ale drinkers were not disappointed, with BrewDog plc—fast becoming an institution in Roppongi—keeping up a steady flow of its Punk IPA.

A photo booth for award nominees was operated by Hasselblad Japan President

William Penrice, and photographer Alfie Goodrich, who both also donated prizes.

Stone Foundation—also known as the UK's best unsigned band—took to the stage for their first set as the doors to the ballroom were opened and guests began to take their seats. Many were sidetracked, however, to admire the stunning Jaguar F-TYPE coupé and the Range Rover Evoque Prestige that acted as sleek-lined automotive magnets at the rear of the room.

Vibrant turnout

Guy Perryman and Madoka Kato, the voices of London Hit Radio on InterFM and joint masters of ceremonies, got the evening under way by introducing David Bickle, BCCJ president.

“This is a night to showcase and celebrate the success of the Japanese-British business relationships and the tremendous achievements of our individual and corporate award nominees over the past year”, he said.

Bickle pointed out that the record turnout of members of the chamber and their guests “bodes well for the BCCJ and reflects the vibrancy of the contribution being made by British businesses in Japan”.

He expressed his gratitude to the British Embassy Tokyo, the BCCJ executive committee—who helped organise the event—and the “generous sponsors who have made the evening so special”.

Turning to the achievements and contributions by all the firms, organisations and individuals put forward for the prestigious awards, Bickle added that it is always worthwhile to reflect on the examples set by others as a source of inspiration. Delving into events that fell on 14 November in years past, he explained that there are some worthy precedents of this innovation.



David Bickle, BCCJ president, welcomed guests.



Guests enjoyed dancing to the tunes of UK band Stone Foundation.



Lori Henderson MBE, BCCJ executive director, introduced the award nominees.

>>



2014 British Business Awards



Elizabeth Handover and Lumina Learning Japan are honoured to receive the 2014 British Business Award for Entrepreneur of the Year

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Fermenting a Renewable Society



BBA 2014

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Fermentation aspires to help create a sustainable local community through making premium ethanol, cosmetic goods and animal feed. Our products are made from rice, based on traceable ingredients, and our unique, environmentally friendly fermentation technology.

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1. Masters of ceremonies Madoka Kato and Guy Perryman.
2. The event featured British-themed cuisine.
3. A Land Rover was on display.
4. Volunteer Jane Best OBE played a key part in the event.
5. A Brompton bicycle was one of the evening's keenly contested prizes.
6. Guests enjoyed a six-course meal with wine pairings.
7. Guests took part in a game of heads and tails to win the bicycle pictured.



On the same day in 1922, for example, Bickle said that the BBC began domestic radio broadcasts from London. It was the start of a service “synonymous with trust and quality”.

The first official UK Singles Chart was also released on 14 November—in 1952. Further evidence of the tremendous creativity of Brits, the chart was the first of its kind in the world, and soon became a globally respected and popular phenomenon.

Finally, on that date in 1994, commercial Eurostar service began through the Channel Tunnel, linking London with Paris and Brussels.

“It was the culmination of a dream that had tantalised and inspired engineers for almost 200 years”, Bickle said. “It is synonymous now with determination to overcome seemingly impossible challenges”.

“So there you have it: Trust, quality, creativity and determination—values that I am sure will stand both Japanese and British businesses in great stead as they look to take advantage of the business opportunities of the future”, he concluded.

Taste of the UK

After the toast, the guests resumed their seats for a sumptuous British-themed six-course meal,

accompanied by a selection of wines. Again provided by Berry Bros. & Rudd, these included the excellent 2012 New Zealand Seifried Sauvignon Blanc and a 2010 Ronan by Clinet, Bordeaux.

Dinner started with roasted pumpkin soup with baby scallops, garlic coriander butter and Melba toast. A duo of wild mushroom and onion tart and Scottish smoked salmon tartar was accompanied by a green salad with grain mustard dressing, followed by a sharp elderflower sorbet with a splash of gin.

The main course was a tender tournedo of Angus beef with sautéed green beans, truffle-mashed potatoes, Madeira sauce and Stilton crumb, followed by golden syrup sponge with warm vanilla custard. To complete the feast, coffee was served with Welsh cakes.

After the meal had settled and breath had been recaptured from the dancing, Hitchens was invited to the stage for the start of the awards ceremony.

BBA spotlight

Vying for this year’s awards, once again sculpted by Iwate Prefecture-based Scottish artist Kate Thomson, were firms and organisations from across the business spectrum. Nominees represented many sectors, from





UK Trade
& Investment

Sue Kinoshita, UK Trade & Investment British Business Awards 2014 Person of the Year

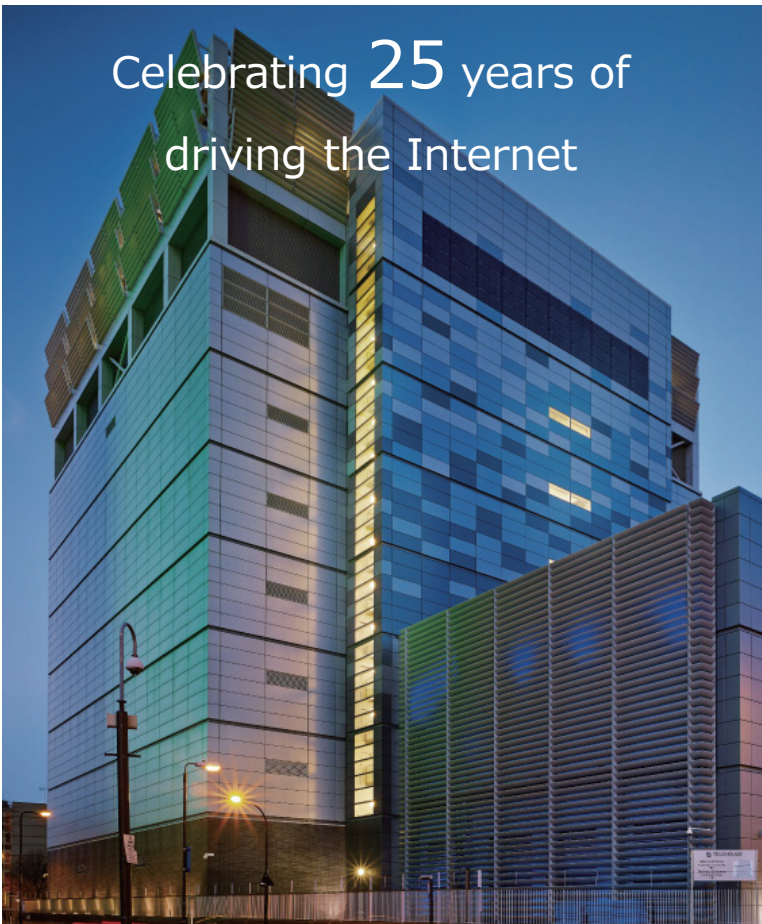


"I am honoured to receive the 2014 British Business Award for Person of the Year. It has been a privilege to lead UK Trade & Investment's team in Japan over the past four years, and to serve on the BCCJ Executive Committee. Knowing that Chamber members value the contribution that UKTI can make to their business success is a huge source of inspiration to us.

Our partnership with the BCCJ on the www.exportoJapan.co.uk digital platform is already bringing a new generation of British companies to the Japanese market. The next phase in our collaboration will leverage the legacy of London 2012 to secure business benefits from the Rugby World Cup 2019 and Tokyo 2020. I look forward to an ever-stronger partnership and ever-closer UK-Japan business relations."



Celebrating 25 years of
driving the Internet



2014 British Business Awards

KDDI and Telehouse are greatly honoured to be recognised for our contribution to the partnership between the United Kingdom and Japan at the 2014 British Business awards.

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Combining Japanese and British expertise, our industry-leading technology and customer service reflects the high standards demanded by our global customer base.

KDDI & TELEHOUSE

Designing The Future





Some 274 guests filled the ballroom at the Hilton Tokyo.

power and airlines to engineering and hospitality, a bakery and hotel to construction and shoemaking.

“I look forward to seeing what the future holds for tonight’s winners and all 50 nominees, and encourage others with ties to both countries to consider entering next year’s BBA,” Hitchens said.

He explained that the awards shine a light on the organisations and individuals that are forging new successes and partnerships between the UK and Japan.

The first award of the evening was a new category—New Market Entrant—introduced this year to recognise the most impressive newcomer. Rhino Rugby fought off competition from eight other firms to lift the trophy for its work to spread the game in Japan ahead of the 2019 Rugby World Cup.

The Community Contribution award went to Fermentation Co., Ltd., which is working with the community of Oshu City, in Iwate Prefecture, to create a new business through manufacturing rice ethanol.

Elizabeth Handover then took the Entrepreneur of the Year award for her achievements with Lumina Learning Asia, while the fiercely contested UK-Japan Partnership

award went to Telehouse International Corp. of Europe Ltd. with KDDI Corporation, for the development of data centres in the UK.

The Person of the Year award, determined by BCCJ members’ online votes, went to Sue Kinoshita, director of UK Trade & Investment Japan. A key driver of UK-Japan trade relations, she immediately dedicated the prize to her “brilliant team” at the British Embassy Tokyo and the British Consulate-General Osaka.

The final award of the evening was the most keenly anticipated and contested, with the British School in Tokyo emerging ahead of 11 other organisations to take the title of Company of the Year.

Accepting the award from Hitchens, Principal Brian Christian said 14 November would now be known as the day on which the school’s headmaster was lost for words.

The evening ended with guests playing a game of heads and tails to win a bicycle provided by UK-Japan Partnership award nominee Brompton Bicycle Ltd. and Mizutani Bicycle Co., Ltd., before the evening moved on to an after-party at the hotel’s Zatta lounge. 🇬🇧

The awards shine a light on the organisations and individuals that are forging new successes and partnerships between the UK and Japan.

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

Judges



SUE HUNT
 Global ambassador
 Flourish



PHILIPPE FAUCHET
 President
 GlaxoSmithKline Japan



RICHARD BOGGIS-ROLFE
 Chairman
 Odgers Berndtson



WILLIAM SAITO
 Special advisor
 Japanese Cabinet Office



KEIKO AKAHO
 Section editor
 Nikkan Kogyo Shimbun

>>



1. COMPANY OF THE YEAR

The British School in Tokyo

In 2014 the British School in Tokyo educated children from a wider range of nationalities than at any time in its 25-year history, and now serves as a bridge of friendship connecting the world.

2. PERSON OF THE YEAR

Sue Kinoshita

Director of UK Trade & Investment Japan, Kinoshita has worked extensively to improve relations between the two countries by boosting connections between British and Japanese firms. One of her key aims this year was ensuring British businesses can maximise opportunities in relation to the Tokyo 2020 Olympic and Paralympic Games, following the success of London 2012.

3. UK-JAPAN PARTNERSHIP

Telehouse International Corp. of Europe Ltd. and KDDI Corporation

The partnership between Telehouse London data centres and KDDI helped achieve major progress in the UK Internet industry. In 2014, London authorities approved the acquisition and gave permission for construction on the last plot of land in the East India Docks to expand the heart of the UK's Internet infrastructure.

2014 Winners



4. COMMUNITY CONTRIBUTION

Fermentation Co., Ltd.

Since 2009, the firm has worked closely with the people of Oshu City, Iwate Prefecture, to create a new business model through manufacturing rice ethanol. Its vision to create a platform business with both local communities and the city is bearing fruit as a number of products are now coming to market.

5. NEW MARKET ENTRANT

Rhino Rugby

Rhino Rugby recently made a decisive move into the Japanese market, selling rugby products in anticipation of growth due to the country's hosting of the 2019 Rugby World Cup. The firm has become an official supplier of contact and training equipment to the Japan Rugby Football Union.

6. ENTREPRENEUR OF THE YEAR

**Elizabeth Handover
Lumina Learning Asia**

Lumina Learning Asia achieved substantial business growth in 2014 by delivering game-changing solutions to clients, and increasing its community of highly qualified Lumina practitioners. Both operations are powerfully supported by the newest psychometrics in the market.



RHINO JAPAN MAKING AN IMPACT

Rhino Japan was delighted to become an Official Supplier of our world-market-leading contact and training equipment to the Japan national rugby side recently.

This achievement was further recognised by our receipt of the New Market Entrant award at the 2014 British Business Awards hosted by the BCCJ in Tokyo in November.

Contact: saburo@rhinorugby.com



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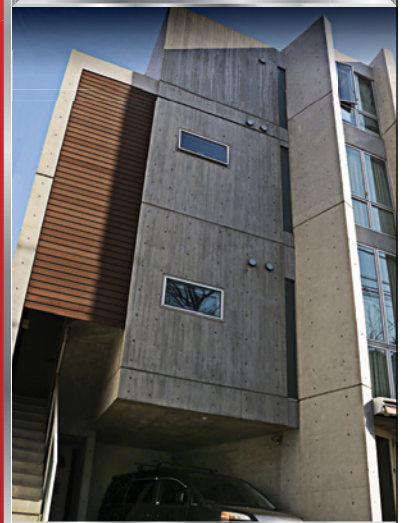
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ECONOMIC HOPE REMAINS

- Better company performance due to firms' own efforts
- Strategies continue to be bullish as firms expect further growth
- Pollees expect Games to have positive impact on economy

Firms look to Games-related opportunities

BY KATHRYN WORTLEY

The latest *Foreign Chambers in Japan Business Confidence Survey* shows that, while firms remain positive about Japan's economic situation, they are not as hopeful as they were six months ago. The economy is still expected to grow over the next six months, albeit at a slightly lower level. Where +2 indicates strong improvement, and -2 strong decline, the index is +0.33, compared with +0.46 in the previous (April 2014) poll.

North American firms—40% of the total—were more positive (+0.42) than their European counterparts (+0.28). By type of business, the service sector was most positive (+0.48), followed by manufacturing (+0.31) and finance (+0.28). Firms in sales and trading were least optimistic (+0.21).

Looking 12 months ahead, the respondents see further economic growth (+0.42), but at a lower level than in the previous survey (+0.70).

Respondents reported better company performance, with some 54% attributing this to their own firm's efforts. Other reasons given included Abenomics and the consumption tax rate increase.

While profitability growth decreased slightly (+0.39 compared with +0.49), pollees expressed optimism about their sales forecast for the coming six months. This positivity was also reflected in their forecast for profitability. It was slightly stronger than indicated in the April poll, up from +0.60 to +0.63.

The strategies of foreign-affiliated firms in Japan remain

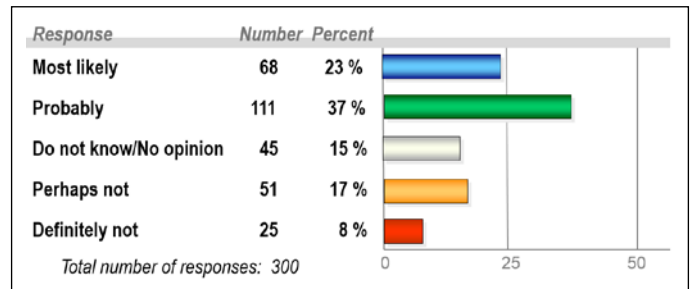
bullish, with 79% looking to further growth.

This October survey also included questions on the possible impact of the Tokyo 2020 Olympic and Paralympic Games. Some 89% of respondents expect the Games to have a positive effect on the Japanese economy and business climate. Regarding respondents' interest in Games-related promotion projects (by

chambers, embassies or other organisations), 22% gave a definite yes as their answer.

The poll received 300 responses over 10 days in October from members of 15 foreign chambers of commerce and business organisations. The next survey will be conducted in April 2015. 🇯🇵

Full report: www.fcc.org.jp/fcij/bcs.html



Opinion on whether Tokyo 2020 will create business opportunities

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DEMAND FOR DIGITAL SKILLS

What is required and why

HAYS Recruiting experts worldwide

BY JONATHAN SAMPSON

Can you understand and drive digital strategies? If not, it is time to learn. With our lives today becoming increasingly digitised, almost every job involves the use of some element of computer technology. Digital skills in employment have become a necessity and, as such, are particularly important for those seeking their next job.

We all live in a digital world, and the technological revolution has touched the lives of billions of consumers and businesses around the globe. As a result, digital strategy—and along with it digital literacy—is growing in importance.

From chief executives assessing the threat of cyber crime to marketers looking for the latest online platforms that are becoming popular, digital skills are now needed for office jobs at all levels, and across most job functions.

Thus more firms today, rather than employ customer service representatives in call centres,

will hire chat attendants who can interact with customers online via email or social media sites. Likewise, instead of using traditional sales forecasts based on the intuition of the sales team, staff are using big data to make more precise predictions. Whether creating an app, generating leads on social media or producing digital content, office jobs now all have some digital element. Senior managers, too, need digital expertise to be able to locate information.

In Japan, marketing via mobile devices is developing at an extremely fast pace. In fact, for an increasing number of consumers, it is becoming their primary media. The behaviour on mobile devices of users from Generation Z—born from the mid-1990s to the early 2000s—is changing the overall mentality and mind-set of the average consumer. Marketers are starting to get the message: mobile marketing will soon become the starting point for brands, rather than an add-on. This new trend

in buying behaviour is already affecting the job market, creating new digital openings across all sectors.

Education systems need to adapt in recognition of, and to prepare youth with the necessary skills for, the digital age. In autumn 2015, the UK will become the first country in the world to make it compulsory for children to learn coding from the age of five until they are 16 years old. It is a move that should be adopted in this country, too, if it is to produce the next generation of well-rounded professionals.

Tips for jobseekers

In order to take advantage of this new growth in digitised jobs, it is important for jobseekers to continually update their digital skills. Regardless of the profession or industry, organisations want to recruit, retain and develop staff with digital skills across their entire business.

Given the fast pace of technological advancement, employers look for candidates who are open to change and can adapt to a constantly evolving digital environment across all departments—whether in

Mobile marketing will soon become the starting point for brands, rather than an add-on.



marketing, accountancy or logistics. Digital changes have an impact on all aspects of business. Most important, candidates today need to show they are digitally proficient, up-to-date with the latest technological advances related to their job function and industry, and possess the ability to lean into the changes of a digital world.

Tips for employers

For hiring managers, the focus is shifting from observing digital trends and looking at where the organisation falls short, to developing the human talent it needs to make and lead new

trends. This means recruiting people who can understand and drive digital strategies.

The digital world has afforded us all the benefits of rapid technological advancements, making it possible for businesses instantly to reach people across the globe. At Hays, it takes an instant to compare hundreds of thousands of candidate résumés from multiple countries.

But, such advances can only be made by having the skills necessary to support them. The challenge for businesses is to find and continue to develop those skills, to help the enterprises stay on top of emerging trends. 🇬🇧



WHAT IS BIG DATA AND HOW CAN EMPLOYERS UTILISE IT?

With the power to radically re-configure the commercial and business landscape, big data is one of the most important recent developments to emerge from the digital revolution. Previously unworkable sources of data are starting to be used to help identify business opportunities.

HR departments now have access to data and tools needed to shed light on every aspect of employee behaviour. Experts agree that big data—alongside the right data mining technology—can provide unprecedented new insights and predictive patterns into both employees and customers, leading to improved strategies and competitive advantages. These benefits could be in the form of the attraction, engagement, retention, performance, or satisfaction of talent, while also serving to inform strategies on everything from onboarding (organisational socialisation) and succession planning to reward and outplacement.

For example, HR data has been used to measure candidate experience. Using technology, staff are able to survey every person who has applied for a job in a firm in real time to find out how they found the experience and the brand. This information can also be used to analyse what the best sources of talent are when recruiting.

However, it is not just the basic data that can be used. Businesses can broaden the scope of the data collected and then analyse it and use it for strategic decision-making. So, how can your firm's HR department begin capturing, analysing and using big data to create a competitive advantage?

First, work out your aims for the data analysis, what your existing assumptions are, and how accurate data can help you make decisions. It is worth considering bringing in external expertise by pairing up with a vendor that understands your business priorities.

Next, to fully understand the data already in your firm's HR systems or surveys, bring it all together so that comparisons can be made across the business. Additional sources of data available should also be considered. Investigate what different tools and ways of collecting data are possible, and how they fit your needs.

Do not be blindly led by data. Use it in conjunction with your usual decision-making processes.

Try to access as broad a pool of data as possible, to minimise the risk of bias or reaching false conclusions, then continue collecting and analysing the data over time. Be transparent by drawing up guidelines that govern both the proper use of data and how it will be incorporated into business operations with key employees.

During this process it is important to keep an open mind. The data may disprove long-held assumptions that have gone unchallenged. Conversely, do not be blindly led by data. Use it in conjunction with your usual decision-making processes. Finally, take to the board only the data that business will recognise, find useful and feel confident in using.

HR directors already should be focusing on better quality informatics and analysis, while forecasting trends to create business impact. As HR's big data analysis grows in momentum, it will most certainly re-shape the sector's role, and the skills that organisations shall require from it in future.

Big data in the workplace is explored further in the latest *Hays Journal*, the firm's bi-annual magazine on the world of HR and recruitment.

www.hays-journal.com

Land of opportunity

Winning mindset needed for business growth



Fulvio Guarneri is president and chief executive of Unilever Japan.

- Anglo-Dutch firm aiming for development and sustainability
- Similarities between business and football can help train staff
- Sophisticated market and savvy consumers seek quality and innovation

CUSTOM MEDIA

For Fulvio Guarneri, president and chief executive of Unilever Japan, growth is of the essence.

Since taking up his new position in August, Guarneri has spent a couple of months getting a feel for both the market and the firm's position in the consumer goods sector here. Much time has also been taken getting to know his employees and settling in with his family.

With that achieved, he is now focused on injecting a new momentum for sustainable growth into the London- and Rotterdam-based business's operations in Japan.

"I'm very excited", said 43-year-old Guarneri, who is originally from Cremona in northern Italy. "This is my first role as a general manager, and this is a very nice country to be given to lead. The people we have here are excellent, and the market has solid fundamentals".

Unilever can trace its roots back to 1884, when Lord William Hesketh Lever started producing Sunlight Soap to "make cleanness commonplace". Lever Brothers was one of the few firms of the day to care about its workforce, investing profits back into the model village of Port Sunlight, on the Wirral in Cheshire, where the factory was located.

Today, the Anglo-Dutch business is one of the world's leading consumer goods firms, serving consumers in 190 countries with recognisable brands such as Lipton, Lux, Dove, Knorr and Axe (known as Lynx in the UK). Building on its heritage, it is now committed to "double the size of business while reducing its environmental footprint and increasing its positive impact".

In line with this global vision, Unilever in Japan is focused on achieving profitable growth and delivering its Sustainable Living Plan.

“You cannot cheat a Japanese consumer; if you launch a product here that is not perfect, they will notice”.



Unilever's brand Lux was extended to hair-care products in Japan in 1989.

Since starting operations in 1964, Unilever has had success in Japan. The classic British soap brand Lux, for example, had its use extended to hair-care products in 1989, ahead of other countries, and soon won the hearts of Japanese women.

Even after a 25-year history, Lux continues to grow its share of the market, with further branding and innovation, such as Lux Luminique, launched in September 2014.

In sustainability terms too, Unilever in Japan is a leading light for businesses. Since the end of 2012, 100% of the palm oil used in its personal care products and 100% of tea in Lipton Yellow Label in Japan has been purchased from sustainable sources.

“I see Japan as a land of opportunity”, Guarneri said. “In a sense, this is already a mature market. On the other hand we might only consider it to be mature when we have a 90% share of that market.

“We’re not there yet, so we have more room to grow”, he added.

Guarneri is confident that there is even more that could be done to raise the profile and sales of Unilever in this market.

“What I like in business is speed, and I think that we’re just not quite up to the speed we need to be at here. We are working on this at the leadership level, and we’re instilling a winning mind-set in our people here”, he said.

As a big fan of sport—particularly football—he draws an analogy between business and the national pastime of both Britain and Italy.

“It’s the perfect embodiment of what business should be”, he said, ticking the points off on his fingers. “You have to be competitive. For that, you have to have a winning mindset, train yourself, and improve every day. Also, you have to have respect for competitors, and compete fairly.

“At the moment, I would say that the key challenge is the mind-set of winning”, he said. “That is something that we have to bring into the company: the certainty that we are going to win”.

Guarneri is bringing to Japan skills and knowledge that he developed during his two previous postings with the firm, both of which provided substantial challenges.

After joining Unilever in 1997 as a management trainee focusing on sales, in 2007 he was asked to take over the position of foods marketing director for eight countries in the Balkans, and was based in Bucharest, Romania. The local unit there was not performing or developing when he arrived, but within four years, he had turned it around, launched a new ice cream range, and the business was growing rapidly.

In 2011, Guarneri was given the similarly tough task of taking over the firm’s Home & Personal Care marketing, with responsibility for the Russia business, based in Moscow.

“It was difficult, and doing business there is complicated, but it was also very rewarding”, he said. “We launched five new brands and acquired a market-leading company. I could not be doing what I’m doing here without that experience of Russia”.

Japan contains a whole new set of challenges, not least because of the fierce competition in such a developed market, the complexities of the retail possibilities—from convenience stores to high-end department stores—and the fact that consumers place such a high premium on quality.

“That last [factor] is very important”, he added. “You cannot cheat a Japanese consumer; if you launch a product here that is not perfect, they will notice. And that means this is a market that makes you very good and fit”.

Unilever places emphasis on innovation in its products, which is particularly important in a market such as Japan that is always keen on the “next big thing”. The firm has plans to substantially enhance its portfolio in the coming months. But beyond that, Guarneri is playing his cards very close to his chest.

One thing is clear though: building on the founder’s values, Unilever Japan aims to inspire the 120mn Japanese consumers of its products to take small, everyday actions that add up to a big difference for this country and the world. 🇬🇧

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TO FINANCIAL FREEDOM

A 12-step guide to tackling your money worries

BY TREVOR WEBSTER

Given this is the December issue, it might be appropriate to use the analogy of the Twelve Days of Christmas, albeit swapping the Christmas aspect for a financial one. No doubt you are all focused on holiday plans, gifts, great food and spending time with friends and family. However, it is worth remembering why, and for what, you work as hard as you do throughout the year. Ultimately, it is to achieve financial freedom at some point in the future.

1. Goals

You must set yourself financial goals if you are to become financially free. Most important, these goals should be personal and have meaning. Stay focused, be disciplined and be accountable.

2. Track everything you spend for one month

Given that we are creatures of habit, if you are disciplined for a month, the chances are you will maintain your self-control. By tracking where your money goes, you can account for what is wasted and what is used productively.

3. Develop a budget

Some 55% of millionaires have a budget, and you must do so too. While this might seem an obvious statement, most people

lack a budget and, therefore, spend more than they earn. By keeping both a budget and a record of your spending you should be able to end the month—and year—with your account in the black, rather than the red.

4. Review outgoings on an annual basis

You should review how much you are paying for utilities, credit cards, insurance, pensions and retirement plans. This is hardly exciting—particularly after the Christmas and New Year hangover—but it is necessary, if you are to achieve your goals.

5. Consolidate your assets

How many bank accounts, investment accounts and credit cards do you have, compared with how many you need? A useful exercise would be to review all of your accounts and consolidate where necessary.

6. Have an emergency fund

This is the basis of any robust financial plan and, typically, one should keep three to six months' salary on deposit. Although in the current environment, the money will not earn anything, remember that it is for use in emergencies. There is no problem with dipping into the pot from time

to time, as long as you replenish the funds as soon as is practical.

7. Reduce debt

Unsecured debt, whether on credit cards or loans, should be cleared as soon as possible. Only when this is done can you really start adding to your balance sheet in the form of savings, investments, pensions and future planning.

8. Start your retirement planning immediately

Regardless of how young you are, the need to start planning for your later years cannot be stressed enough. Many take the view that firm or government pension systems will no longer provide anywhere near enough for our autumn years. Therefore, we all as individuals should be saving—as a minimum sum—20% of our take-home pay. If you are not, then you are setting yourself up to fail. The old cliché rings true: fail to plan, plan to fail.

9. Automate your finances

Although perhaps not so easy in Japan, particularly with regard to direct debits and bank standing orders, where possible you should arrange for all your outgoings to be deducted from your bank account on a monthly basis, including your retirement plan.

- Set goals and prepare for financial emergencies
- Track spending, be a good shopper to stay in the black
- Automate finances, particularly direct debits, standing orders

10. Earn extra money

There are so many ways to increase the amount you earn. Use your imagination, be creative and have fun.

11. Become a conscious spender

Life is for living, but next time you consider buying something, ask yourself if you really need the item you are thinking of buying. People buy based on emotions, reflex, even on a whim. Will the purchase take you toward your goals? If not, it will take you away from them; there is no midway point.

12. Now is the time to take control of your finances

Educate yourself. A good idea would be to take a day, sit alone and review your finances. Employ an accountant, a financial advisor or a lawyer when necessary to help guide you through the more technical parts of a financial plan.

The good news is you can reduce your debt, save for your retirement and put your children through university if you wish. However, you need to start planning today. The above 12 steps provide a useful reminder of some of the simple things we can do to ensure we reach our financial goals. On that note, may I wish you a very happy Christmas and a prosperous New Year. 🍀

IMAGE EVOLUTION

Refining the brand at the World's Best Airline



CUSTOM MEDIA

There are changes in the air at Cathay Pacific Airways Limited.

The Hong Kong-based airline has subtly refreshed its logo, and is moving ahead with a new lounge at Tokyo Haneda International Airport—the first for a non-Japanese airline—that embraces its new branding philosophy.

Cathay Pacific was also recently recognised as the World's Best Airline for 2014 by Skytrax at the World Airline Awards, with nearly 19mn travellers having their say on the top-performing firms in the sector.

"It's nice that people are noticing and appreciating what we are doing," Nick Hays, head of marketing and sales for Cathay Pacific's Japan office, told

BCCJ ACUMEN. "This year's award is the fourth for Cathay, which is more than any other airline.

"Unlike some airlines, we don't saturate the media with advertising to spread our name around," Hays said. "We're a little more understated. We prefer to focus on making sure that our customers are happy with what we do because, quite simply, satisfying our customers is the best investment we can possibly make."

Bearing this in mind, the airline has no intention of resting on its laurels and is launching a series of new routes in the coming months.

"We began non-stop flights from Hong Kong to Manchester on 8 December, which complements our existing five daily flights between Hong Kong and London," he said. "We believe this opens up a lot of new opportunities for us from Japan, as it makes Manchester just one stop from Japan".

A new route to Zurich is scheduled to open in March, followed by a link to Boston in May.

"The demand is there for all these destinations, and we are a network carrier, so we are able to feed in traffic from all over the world through Hong Kong", he

added. "The more we are able to build that network, the more competitive we become as the economies of scale can be huge".

Hays's placement in Japan follows a two-year spell in Dhaka, Bangladesh, before which he was based at the airline's headquarters in Hong Kong. Originally from Cambridgeshire, he finds Tokyo "a fantastic place to live", and is part of the firm's 350-strong team across the country.

Cathay Pacific currently operates five flights a day to Hong Kong from Narita International Airport, as well as two daily flights from Haneda. With its sister airline Hong Kong Dragon Airlines Limited, the carrier has routes from Osaka, Nagoya, Fukuoka, Sapporo and Okinawa, and flies

"Satisfying our customers is the best investment we can possibly make".



Cathay Pacific's new lounge is at Tokyo Haneda International Airport.

charters on demand to and from other cities around the nation.

Hays believes the worst has passed of the industry-wide slump in passengers, that was due to economic uncertainties and geopolitical tensions between China and Japan.

“On the passenger side, things are looking good,” he said. “Hong Kong people love Japan; this is a very popular destination, and the weak yen recently has made Japan even more attractive.”

With outbound figures improving, Cathay Pacific added a fifth daily flight from Osaka to Hong Kong, and increased the size of its aircraft flying into Fukuoka. Additional flights will be introduced to Sapporo, bringing the total to two per day during the upcoming winter sport season.

In total, the Cathay Pacific Group, with joint-venture and codeshare services, serves 189 destinations in nearly 50 countries around the globe. With 145 aircraft in operation and a further 84 on order, it also has one of the youngest air fleets in the industry.

Hays says that the airline is constantly looking to expand in what is a fiercely competitive market, while at the same time striving to improve its products and services.

“We’re evolving our brand in some exciting ways, and



The lounge offers a range of seating options.

the refreshed brushwing logo symbolises this”, he said.

“We aim to build on our existing reputation for excellent service, reliability and safety by embracing a more designed philosophy. We hope that this will help make the customer experience more enjoyable, uncomplicated and relevant to what passengers aspire to today.

“Our passengers will start to see this approach come to life as we make changes over the next 18 months, and the first example of this is the creation of the new Cathay Pacific Lounge at Haneda.

“We like to think that Cathay Pacific provides ‘service straight from the heart’ that truly separates us from others”, he added. “It’s that sort of intuitive approach across everything that we do that we take real pride in.” 🌸

REFRESHED LOOK FOR LOUNGE

Combining the comforts of home with the luxury of a top airline, a new lounge from Cathay Pacific Airways Limited is set to provide a welcome haven from the stresses and strains of international travel. Located at Tokyo Haneda International Airport, the lounge is a space for the exclusive use of first and business class customers, where they can relax, freshen up or work before their flight.

About twice the size of the firm’s lounge at Narita International Airport, and with an area of nearly 1,000m², the new lounge is the largest that the airline operates outside Hong Kong, and can accommodate nearly 200 people.

The simple yet sophisticated design—part of the airline’s new brand that is to be refreshed over the coming year—is the brainchild of top London-based creative firm Studioilse. Windows on three sides not only provide an unspoilt view of the runway, but also a light, natural ambiance.

The timber walls and ceiling are warm and inviting, while the bronze features and limestone flooring create a space with the elegance of Asia.

Designed with a residential ambience in mind, the lounge offers passengers a range of seating options, including areas for dining and drinking, as well as what the airline calls its Personal Living Spaces. It also boasts some new designs for the firm’s popular facilities, as well as top quality, bespoke designer furniture to help travellers unwind.

Passengers can enjoy excellent food and beverages provided by the Hotel Okura Group, internationally renowned for its quality services and hospitality. The lounge also features Cathay Pacific’s signature Noodle Bar, which is very popular at its Hong Kong lounge and offers a selection of Asian noodles—including *dandan* noodles and wonton noodle soup—freshly prepared by specialist chefs.

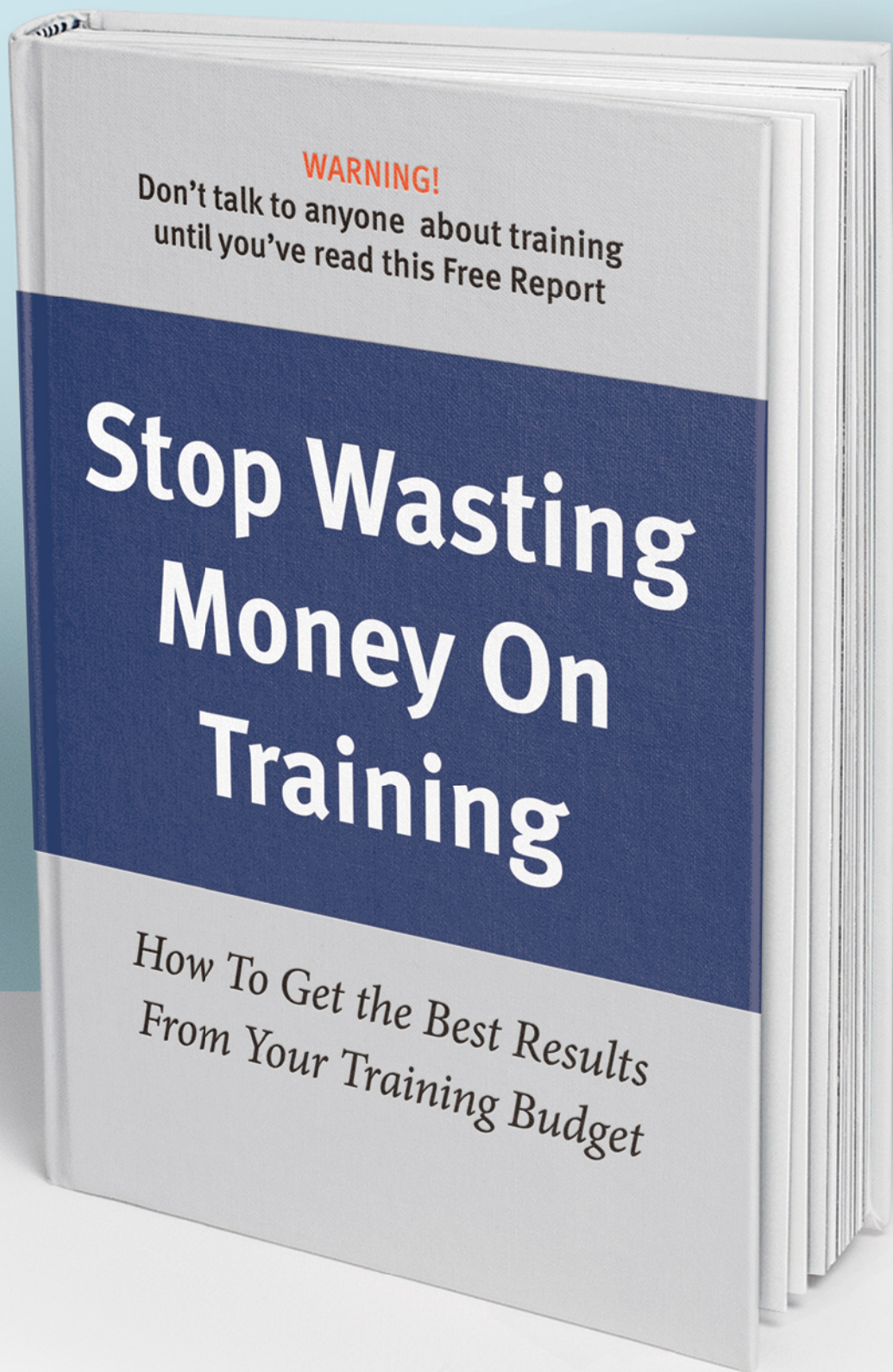
An authentic Japanese breakfast or French toast is available until 11am, while a wide selection of light options such as wraps, salads and pastries, are served throughout the day.

For those wishing to relax with a drink, bartenders are on hand to create a variety of coffee variations and alcoholic beverages, including freshly blended cocktails and the airline’s signature drinks.

Not content with simply providing a social environment, the airline has also created a dedicated work area for busy passengers, with individual workstations, PCs and a printer. The lounge, located near gate 114 in the international passenger terminal, has free Wi-Fi access throughout.



Nick Hays is head of marketing and sales for Cathay Pacific’s Japan office.



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WHAT'S YOUR NAME AGAIN?

- Give your own name first when greeting someone
- Skill of memorising names can be learned
- Process should be broken down and practised

A guide to remembering people

BY DR GREG STORY

Why are we so bad at remembering names? We meet someone at a networking function and 10 seconds later, we have forgotten their name. We see a familiar face at an event, but the name escapes us. We crane our neck to get a glimpse of their name badge hoping to jog our memory. We feel the dread of embarrassment when we have to introduce two people we supposedly know, and are unable to remember either of their names.

In business, remembering names has got to be fundamental, but many people appear to be suffering a severe skill deficit in this area. The major reason seems to be that we have no good methodology for remembering the names of others and, thus, are constantly unprepared and failing. A great practice is to always proffer our own name first whenever greeting someone else, to potentially alleviate any embarrassment of our companion not recalling our name.

Here are some actions that will turn you from a serial name-forgetter into a name-remembering legend.

CONCENTRATE on listening. It sounds simple, but often we don't catch someone's name because we did not hear it clearly. We may be in a noisy venue full of distractions, all tempting us from

the task in hand. In that instant when the person says his or her name, we need to shut down everything else going on in our brain that is competing with our memory function and just focus on our task—to get the name and remember it.

ASK THE PERSON to repeat his or her name if you could not catch it. The name may have been difficult to hear, the person may be a rapid mumbler or you might be losing your hearing. The reasons vary, but if you did not get it, then request a repeat delivery.

The flip side is when we give our name. Have you ever listened to a voicemail message and have had to keep replaying the message to get the name because the person is speaking so fast and so indistinctly? We must make sure we are slowing ourselves down and saying our own name clearly. Don't rush your name; it is your brand after all. Try this formula: "Hello, (pause) my name is (pause) Greg (pause) Story" emphasising the surname with a bit more

strength, than the personal name. Try it, and you will find many more people will be able to hear your name clearly.

TAKE NOTE of the person's physical characteristics, for example height, weight, complexion and body language. Listen to his or her voice carefully. Is it distinctive due to a national or regional accent, or style of speech? Look at their eye and hair colour. Try to visualise the personality—do you see him or her as dynamic, reserved, outgoing, or boring? Link the impression back to the name, for example "Dynamic Dan" or "Boring Barry".

REPEAT THE NAME to yourself silently several times to get it fixed in your mind. Try giving yourself a pep talk, that goes something like: "I am good at remembering names; this is Bob Smith, Bob Smith, Bob Smith. I remember this is Bob Smith". That repetition drives the name into your memory right at the start.

USE THE NAME several times during your conversation. Instead of saying "what made you attend today's event?" just add in the name by saying "Bob, what made you attend today's event?" Obviously, you should avoid repeating the name every second word, lest you should come across as a rampant, name-recalling lunatic. The use should be natural and subtle.

CREATE A PICTURE in your mind's eye that is colourful, action-oriented and exaggerated; the more bizarre, the better. An exaggeration really drives the image into our brain for better recall of the name.

USE HELPFUL ACRONYMS to aid the process of remembering people's names. These include LIRA: Look and Listen, Impression, Repetition, Association; and PACE: Person (what is it about this person that is distinctive?), Action (what action can you associate with him or her?), Colour (what hair colour can you associate with him or her?), and Exaggeration (are there any exaggerations with which to associate him or her?).

So slow down, take your time with the name, fix it in your mind, and become the name-remembering legend you know you really are. 🇬🇧

In business, remembering names has got to be fundamental, but many people appear to be suffering a severe skill deficit in this area.

GROWTH SEEN IN FOREIGN INVESTMENT

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The firm's Japan office is led by Dr Junichi Kato, who has worked for over 25 years in various branches of business. His professional experience includes the areas of marketing, sales, supply chain management and outsourcing across Europe and Asia. He was recently awarded a doctorate of business administration in strategic management by Cranfield University in the UK.

What are foreign investors' sentiments in Japan?

One of the aims of Prime Minister Shinzo Abe's economic programme, Abenomics, is to double the foreign direct investment (FDI) stocks in Japan by 2020, to coincide with the Tokyo Olympic and Paralympic Games. In order to realise this goal, the government has been promoting the Invest Japan campaign by offering a series of incentives to foreign investors.

Whether it was due to the campaign or not, TMF Group recently has received many enquiries from companies—mainly based in the US and Europe—wishing to establish operations in Japan. We are also seeing a dramatic increase in the number of clients who have actually decided to enter the Japanese market.

Based on my observations and interactions with our clients, I foresee some sectors emerging as clear winners from this fresh wave of FDI. Successful firms may include those involved in online marketing or security services as well as heavy industrial manufacturing. Those in the first line of business tend to be small

start-ups, with world-leading technology, who are ready to develop their business in Japan. The manufacturers, meanwhile, are mostly conglomerates looking to set up representative offices in Japan to test the local market.

How do you segment your client base?

In general, we can divide our clients into three segments, each division having different needs.

1. Clients establishing a business in Japan for the first time. Unfamiliar with the market, they need a trusted partner to ensure compliance with Japanese regulations.
2. Clients with a presence in Japan, but wanting a better service provider. Mostly, this initiative is driven by head office, which hopes to simplify the firm's global operations.
3. Clients moving from insourcing to outsourcing to reduce risks, control costs, and focus resources on core business functions.

Successful firms [benefitting from FDI] may include those involved in online marketing or security services as well as heavy industrial manufacturing.

How does your service add value to a firm's business?

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TMF Group Japan's Dr Junichi Kato

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EXPO SHOWS UK AUTO EXCELLENCE

Bespoke models and low-carbon schemes prove attractive



BY JULIAN RYALL

Even though they were surrounded by some of the biggest names in the industry, British auto firms turned a lot of heads at the 2014 Automotive Engineering Exposition, held at the Pacifico Yokohama convention centre.

No fewer than 17 firms and organisations showcased their skills and knowhow in a section of the event dedicated to British excellence in road vehicles.

More than 1.5mn passenger cars and 2.5mn engines were built in the UK in 2013, and the automotive sector is worth a total of £11.2bn to the British economy every year. The fact that more than half of the cars built in the UK last year were constructed by Japanese firms underlines the close collaboration that exists between the two nations in the auto sector.

However, British businesses are also attempting things that their counterparts here would not even dream of trying.

"I have had a number of people come up to me, from some of the big Japanese manufacturers and say they could never do what we do," said Simon Saunders, the founder of Ariel Motor Company Ltd., standing alongside an example of his stunning Ariel Atom sports car.

"We have sold around 40 of these in Japan already so they know the car and our name, but Japanese firms produce in vast numbers," he said. "There is not



Simon Saunders (right) is the founder of Ariel Motor Company Ltd.

another country in the world [other than the UK] that produces such high-quality cars in such low volumes".

For Ariel, and other small-scale manufacturers such as Caterham Cars, Morgan Motor Company and the slightly larger Group Lotus plc, their work is all about providing high quality and performance in limited packages.

Equipped with a 2-litre Honda engine, the Atom can go from 0 to 100 km/hr in 2.7 seconds, prompting Jeremy Clarkson, presenter of British motoring TV programme *Top Gear*, to remark "I have never ever driven anything that accelerates so fast".

The British manufacturer of the car was for the first time taking part in the exposition. In part, its role was to "fly the flag" for British technology, Saunders explained, as the UK government continues to invest in new technologies. More than £180mn is being ploughed

into low-carbon vehicle initiatives. Over the next 10 years, a further £1bn is to be invested in the Advanced Propulsion Centre UK, which supports carbon propulsion development and production.

"The government is giving good support for these projects, and I really think there has been a resurgence of interest in British cars among Japanese consumers, said Saunders.

"A great deal of attention is being paid because much of what we do is handmade, the cars are bespoke and they're each completely individual", he added, pointing out that the Atom is hand-welded, and each car is made in tandem with the buyer. "Coming to an event like this is hugely important to enable us to show just what the UK can do".

The local unit of Nottingham-based Romax Technology Limited was also exhibiting at the event. Yasuhiko Murata, sales operations

manager, said that the firm's specialist skills in the areas of gears and drivetrain are much in demand in Japan.

"It is important for us to attend shows like this because, while many carmakers may know our name, we must still make the effort to have face-to-face meetings with others in the industry", Murata said. "In this market, that is vital, because it gives them confidence in our company".

Another British exhibitor was Cosworth Group Holdings Ltd., a name long-associated with the motorsport and racing sector. Thomas Buckler, director of marketing, said the reaction the firm had received had been "really positive, right from the start of the show".

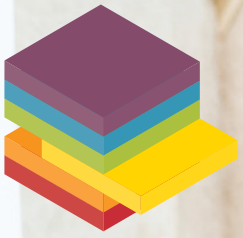
"It is obviously important to take part in events like this elsewhere, but having the chance to meet potential customers face-to-face is probably more highly appreciated in Japan", Buckler said.

Cosworth was showing its cutting-edge electronics components, including its Alive Drive system. Fitted in the vehicle, the technology collects video and other data to enable a driver to improve his or her performance.

"Our pedigree is recognised, and it always serves as a door-opener here in Japan", he said. "But, being here and being able to meet the right people in person makes a big difference".

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WHERE ARE THEY NOW?



Drawing on experiences to support international education

BY ANDY LAWSON

My three years spent on the Japan Exchange and Teaching (JET) Programme were never dull. The first few months in particular seemed to be an endless stream of unusual experiences—from popping a sparrow’s head into my mouth at a *yakiniku* (Japanese-style BBQ) restaurant, to believing I had been propositioned in the staffroom by the 50-year-old PE teacher. It was certainly an effective way to learn that the Japanese word for stapler is *hotchikisu*.

Approaching graduation from the University of Glasgow in 1997, my mind was set on a career in journalism. A Bachelors degree in English and Politics, together with experience working for student newspapers convinced me that was where my long-term future lay. But, still not 22, I thought a year spent gaining some experience of another lifestyle would benefit me. Having spent an incredible week on a homestay in Aichi Prefecture as a 16-year-old, the notion of a longer stay in Japan always appealed enormously and, on learning about the JET Programme, deciding to apply was easy.

I was placed as an assistant language teacher (ALT) in Tomisato-shi, a place which, for all its geographical proximity to Narita International Airport, seemed a million miles away from an international environment. My walking into the grounds of an

Now in its 27th year, the Japan Exchange and Teaching (JET) Programme has welcomed over 55,000 people from 62 countries to deliver grassroots international exchange between Japan and other nations. Sixth in our series, this column features former JETs, both in the UK and Japan, who keep the idea of fostering mutual understanding firmly at heart.

elementary school was always met with a myriad of wide-eyed stares and exclamations of surprise.

As well as teaching English classes at elementary and junior high school, I found many other rewarding activities. I spent time in the classes for students with special needs, and went to the town’s community centre to see the students who, for whatever reason, felt unable to attend a regular school.

As I reached the end of my JET Programme contract, working in journalism was still on my mind, but I was now thinking seriously about a career in teaching, and was not that keen on leaving Japan. When I was recommended for a job in nearby Sakura-shi, I readily accepted.

The position was not dissimilar to my previous one, but there was a greater degree of classroom autonomy, particularly in later years when I was doing teacher training, which I enjoyed immensely. I knew then that my future lay in education, and studied for a Masters degree in Teaching English as a Foreign/

Second Language through the University of Birmingham’s distance learning programme. By that time, I was also married, a father of two boys, owner of a house and a permanent resident of Japan.

Once again, I was incredibly fortunate to find another job that I enjoyed as much—my current position as a programme instructor at NIC International College in Japan, based in Shinjuku. I teach courses on a one-year programme, intensive English for Academic Purposes, for Japanese students planning to study at a university overseas. Although from a variety of backgrounds, and with very different levels of ability, the students all share the dream of studying overseas, and the motivation that goes with that. Every April, as I see the graduates move on to the next stage of their lives, the feeling that I have played a small role provides immense job satisfaction.

Students of NIC go to the US, Canada, Switzerland, Australia, New Zealand, India and the UK. Given the UK’s worldwide

reputation for excellence in education, it is unsurprising that there is significant interest among the students in studying at a British university. However, it is a daunting prospect for many.

From my experience on the JET Programme I know all too well what a challenge—and rewarding experience—it can be to live in a country that is vastly different from your own. The Japanese staff, native English-speaking faculty and I strive to prepare the students for their experiences abroad, by not just teaching English, but also providing support. This is done in various ways, from sharing cultural differences with them to encouraging them to have a more critical approach in the analysis of class texts, and simply being more outgoing and inquisitive in the classroom.

After arriving in Japan following four wonderful years at the University of Glasgow, and having benefited enormously from my studies with the University of Birmingham, it gives me great pleasure that, 17 years after joining the JET Programme, I find myself helping Japanese learners to have similar opportunities. What is more, through online social networks, I am able to see their progress, and introduce them to some of my fellow ex-JETs, who are back in the UK, and doing their part to strengthen the bonds between our two great countries. 🇬🇧

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Remember World War I

A poignant tribute to a fallen British soldier

BY JULIAN RYALL

- Embassies, schools and organisations pay their respects in Yokohama
- Event attendees mark 100th anniversary of the start of World War I
- Single plot in Yokohama for war's solitary British veteran

In the year that marks the 100th anniversary of the outbreak of “the war to end all wars,” representatives of Commonwealth embassies, schools, associations and organisations gathered to pay their respects at the Commonwealth War Cemetery in the Hodogaya district of Yokohama.

The only annual Remembrance Day ceremony in Japan was held on 9 November, the closest Sunday to the 11th hour of the 11th day of the 11th month, when the guns on the Western Front finally fell silent.

While the vast majority of the graves are for men from the UK, Australia, New Zealand, Canada and India who died during World War II, there is a single plot for a British veteran of World War I.

Initially a trumpeter with the Honourable Artillery Company—the second-oldest military organisation in the world—Sir Cecil “Boy” Bouchier KBE CB DFC became a flying officer with the Royal Flying Corps in February 1918. He was awarded the Distinguished Flying Cross the following year, the citation of which described him as “a very skilful pilot of marked initiative and courage”. It added that his “methods are somewhat original”.

A squadron leader with the Royal Air Force, Bouchier was

named commanding officer of the Indian Air Force, and was awarded an OBE before the outbreak of World War II, and in 1953 received a KBE. He commanded an RAF station during the Battle of Britain in 1940, and was subsequently promoted to the position of air officer commanding with the British Commonwealth Occupation Force in Japan in 1946.

Eventually rising to the rank of air vice-marshal, Bouchier died in 1979. Today, his plot has a simple black plaque atop a low, whitewashed plinth. He was laid to rest alongside the graves of men from the second global conflict, victims of the Korean War in the early 1950s, as well as service personnel of the occupation forces and their families.

In front of Bouchier’s grave is a wreath of poppies presented by his widow, Lady Bouchier MBE.

The scarlet poppies laid in front of graves throughout the cemetery and represented in the lapels of those paying their respects were in contrast to the russets and gold of the carefully tended parkland that was first created by an Australian War Graves Unit in 1945.

“The Commonwealth has put on a good show again and it always strikes me just how beautiful and peaceful this place is”, said Arthur Hawtin, chairman of the Tokyo branch of the Royal British Legion.



A Remembrance Day ceremony was held in Yokohama on 9 November.

“There are certainly more people here than in previous years and I think that is very probably because of the commemoration of the start of World War I”, he added.

“There has been a lot of publicity about the centenary in Europe, such as the public’s response to the display of hundreds of thousands of poppies in the moat at the Tower of London”.

The Embassy of Canada presided over this year’s Remembrance Day event in Yokohama, with representatives of the Roman Catholic, Anglican, Hindu, Jewish and Buddhist faiths each delivering commemorative observances.

Captain Chris Dickinson of the Royal Canadian Navy read the moving poem *In Flanders Fields*, written during WW I by the Canadian doctor Lieutenant Colonel John McCrae.

Ambassador of Canada to Japan Mackenzie Clugston then read *The Exhortation*, the four immortal

lines that conclude with “We will remember them”.

The wreath of poppies from the British Chamber of Commerce in Japan was laid by David Bickle, president.

“It’s a very poignant place and event, particularly because this is the 100th anniversary of the start of the First World War”, Bickle told *BCCJACUMEN*. “It’s obviously very important that the British community is represented here, and not just this year, but every year.

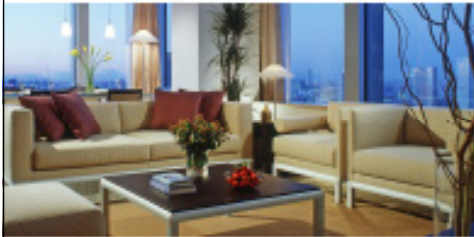
“It’s important that we remember their sacrifices and the sacrifices that are still being made today. Just walking around reading some of the inscriptions on the stones—and looking at their ages—is very poignant”, he added.

Some of the most moving have no names.

In the middle of a line of a dozen marked plots is one that reads, simply, “A soldier of the 1939–1945 war, 21st October 1942. Known Unto God”. ❀



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VOLUNTEER FOR CHANGE



Help needed for work of NPOs

International Volunteer Day was 5 December, and marked a time when organisations such as TELL, which depend to a great extent on people who offer their time and skills, recognise and appreciate the efforts of volunteers.

To any reader who has volunteered at TELL over the past year, on behalf of the board of directors and staff, we offer our sincere thanks. Quite simply, we would not be able to do what we do without you.

Of course, we are not the only group that depends on a base of volunteers to achieve our goals. For anyone looking to make a difference in our community, there are dozens of opportunities to make a difference in people's lives. With apologies to anyone who may be missed, let us consider just a few of these not-for-profit organisations.

Refugees International Japan is an independent organisation dedicated to raising funds to support refugees who have been displaced as a result of war and conflict. www.refugeesinternationaljapan.org

Shine On! Kids supports children with cancer and other serious illnesses in Japan, as well as their families. www.sokids.org

The Run for the Cure® Foundation has a mission to eradicate breast cancer in Japan as a life-threatening disease through education, timely screening, and treatment. www.runforthe cure.org

Founded in Japan, **Kids Earth Fund** works worldwide to promote peace and environmental conservation through the medium of children's art. www.kidsearthfund.jp/en/kids_about.html

The Franciscan Chapel Center and the **Tokyo Union Church** run programmes to feed the increasing numbers of homeless in the capital.

Meanwhile, for those with wider horizons, **Peace Boat** is a Japan-based international and non-governmental organisation that works to promote peace, human rights, equal and sustainable development and respect for the environment. www.peaceboat.org/english/

So, what of TELL? Also a registered not-for-profit organisation, we are dedicated to providing world-class, effective support and counselling services to Japan's international community. We also help to address the

country's growing mental health care needs.

Here are some of the questions we are often asked about volunteering with us:

Do I need any special skills or qualifications?

Basically, no. We need people to help with a variety of tasks: setting up the venues for our various fund-raising events—such as the annual run-a-thon and auction—manning the reception desk at such events, selling raffle tickets and so on.

Creating your own event and donating the proceeds to TELL is also an effective way of supporting our efforts.

What if I'm not comfortable with groups of people?

That is fine, too. We sometimes need help in the office for tasks such as sending out flyers and updating the database, which you can do in a quiet business environment.

Could I work as a phone counsellor?

This, of course, is our main volunteer position. Although our face-to-face counselling centre is staffed by licensed (and paid) professional therapists, our phone counsellors are volunteers. They come from all walks of life and represent many nationalities.

What they have in common is that they all speak English, and have completed TELL's intensive training programme as well as a period of apprenticeship. This process is designed to prepare them for anything they are likely to encounter on the Lifeline.

Many people find that the TELL training is nothing short of life-changing; the skills taught serve them well in their jobs as well as in their personal lives, not least because everyone who completes the training emerges as a much better listener.

This is the time of year when many of us think of giving thanks and giving gifts. Donating your time, skills and experience can make a huge difference to the kind of organisations considered here, and ultimately can make a huge difference in people's lives. Volunteer to make change happen. 🇯🇵

TELL Lifeline: 03-5774-0992
9am-11pm everyday
www.telljp.com



[TELL depends] to a great extent on people who offer their time and skills.

ARTS

UK EVENTS IN JAPAN

COMPILED BY
KANA SHIMOYOSHI

1 UNTIL 4 JANUARY

Contacts

This special exhibition, which marks the 20th anniversary of the Museum of Contemporary Art Tokyo, will feature the works of British creatives Sir Anthony Caro OM CBE and David Hockney OM CH. The late Caro was a key figure in contemporary sculpture, while Hockney is considered one of the most influential UK artists of the 20th century.

Contacts aims to show the connections between artworks of different eras and genres.

PHOTO: SHIGEO ANZAI
ARTWORK: ANTHONY CARO, *SEA CHANGE*, 1970

Museum of Contemporary Art Tokyo

4-1-1 Miyoshi
Koto-ku, Tokyo
10am–6pm (closed Mondays and
28 December–1 January)
Adults: ¥500
» www.mot-art-museum.jp/eng/exhibition/motcollection-contacts.html
03-5245-4111

Free tickets

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

2 UNTIL 4 JANUARY

British Scenery

Showcasing the UK, this exhibition features works from the museum collections of potters Dame Lucie Rie DBE and Bernard Leach CH CBE. Prints inspired by the Royal Botanic Gardens, Kew, by

Shotaro Kaga—the owner of the villa where the exhibition is held—will be on display.

ARTWORK: BERNARD LEACH, *DISH*, 1930

Asahi Beer Oyamazaki Villa Museum of Art

5-3 Zenihara, Oyamazaki-cho
Otokuni-gun, Kyoto
10am–5pm (closed Mondays and
26 December–January)
Adults: ¥900
» www.asahibeer-oyamazaki.com/english/exhibitions/1410_eikoku.html
075-957-3123

Free tickets

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

3 UNTIL 25 JANUARY

The Derby Stakes

Collected by the Japan Racing Association and the JRA racing museum, this exhibition will display the long history of the Derby Stakes horse race in Surrey, England, which has seen 235 races. Prints and photos of famous horses and winners will be on display.

ARTWORK: ALFRED GRENFELL HAIGH, *BAHRAM*
(THE DERBY STAKES WINNER 1935)

JRA Racing Museum

JRA Tokyo Racecourse
1-1 Hiyoshi-cho
Fuchu-shi, Tokyo
10am–4pm (open until 5pm on
horse racing and ticket-selling
dates; closed Mondays, Tuesdays
and Fridays)
Free
» www.bajibunka.jrao.ne.jp/
042-314-5800





4

4
UNTIL 1 FEBRUARY

*The Fab Mind: Hints of the Future
in a Shifting World*

A number of UK designers, who are suggesting methods to resolve social issues through design, will be showcased at this exhibition. The works of the award-winning Anglo-Japanese collaboration Studio Swine will be on display.

PHOTO: STUDIO SWINE
ARTWORK: CAN CITY

**21_21 DESIGN SIGHT
(Tokyo Midtown Garden)**

9-7-6 Akasaka
Minato-ku, Tokyo
11am-8pm (closed Tuesdays
[except 23 December] and
27 December-3 January)
Adults: ¥1,000

» www.2121designsight.jp/en/
03-3475-2121

◦ **Free tickets**

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

5
20-23 DECEMBER

*Beethoven's 9th Symphony
Concert 2014*

British conductor Ben Gernon will lead the Tokyo-based symphony orchestra, the New Japan Philharmonic, for this special concert. Performances will include *Beethoven's Symphony No. 9 in D minor "Choral" op. 125*. An internationally acclaimed conductor, Gernon recently made his debut at the BBC Proms 2014.

PHOTO: ©HANNAH TAYLOR

20 December
Bunkamura Orchard Hall
2-24-1 Dogenzaka
Shibuya-ku, Tokyo
21 December
Suntory Hall
1-13-1 Akasaka
Minato-ku, Tokyo
23 December
Sumida Triphony Hall
1-2-3 Kinshi
Sumida-ku, Tokyo
2pm
Adults: from ¥5,000
» www.njp.or.jp/en/
03-5610-3815

◦ **Free tickets**

We are giving away five pairs of tickets to the event on 20 December. Please apply by 17 December.

6
21 JANUARY

Royal Blood

Nominated for the title of BBC Sound of 2014, this will be the first performance in Japan by the hard rock band. The British duo's sound reflects garage rock and blues rock, and their debut single "Out of the Black" was ranked number one in the UK Top 40 Rock Singles Chart.

Liquid Room

3-16-6 Higashi
Shibuya-ku, Tokyo
7pm
Adults: ¥5,500
» www.creativeman.co.jp/artist/2015/01royalblood/
03-3499-6669



5



6

Hilton Tokyo's New Dining Floor

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DINNER 5:30pm-11:00pm (Last order 10:30pm)
BRUNCH 10:00am-3:00pm on Sat, Sun & holidays

In the vibrant grill restaurant featuring a glass-encased grill counter, savor fresh meat and seafood smoked over a hardwood fire. On weekends, visit for the fulfilling European style brunch.



JUNISOH - Japanese Cuisine (2F)

LUNCH 11:30am-3:00pm (Last order 2:30pm)
DINNER 5:30pm-10:00pm (Last order 9:30pm)

Enjoy kaiseki, sushi and teppanyaki grill dishes in each of the distinctively furnished table seating areas and private dining rooms. At JUNISOH, the cuisine and space reflect the Japanese virtue of simplicity and deliver the sense of seasons.



DYNASTY - Chinese Cuisine (2F)

LUNCH 11:30am-3:00pm (Last order 2:30pm)
DINNER 5:30pm-10:00pm (Last order 9:30pm)

New interpretations of Beijing Duck and dim sum have reinforced the long-cultivated DYNASTY's menu. The restaurant caters to both business and leisure occasions with a choice of private dining rooms.



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1



2



3



4



5

Photos from UK-Japan events

1 | CULTURE

The Rt Hon Sajid Javid MP, secretary of state for culture, media and sport, addressed attendees of a tourism reception by VisitBritain on 17 November at the British Embassy Tokyo.

PHOTO: VISITBRITAIN/KIYOSHI SAKASAI

2 | BUSINESS

Julia Longbottom, deputy head of mission, British Embassy Tokyo, spoke at an event on 4 November at the Mandarin Oriental Tokyo to celebrate the redevelopment of Battersea Power Station in London, with UK Trade & Investment supporting the project's call for new tenants.

PHOTO: ©2014 GETTY IMAGES

3 | SOCIAL

Attending the Brits at Lunch event at the Roppongi Hills Club on 7 November were (from left): Nick Rees, Sid Lloyd and Andrew Abbey.

4 | ENTERTAINMENT

Japanese award-winning group SIRO-A, whose work combines theatre, dance, technology and music, gave a performance at the Hyper Japan Christmas Market, held on 14-16 November at Olympia, London.

5 | EXHIBITION

A collection of work—previously largely unseen in the UK—by renowned contemporary artist Yoshitomo Nara was on display at Dairy Art Centre, London from 3 October to 7 December.

PHOTO: ESTER KEATE



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FT WEEKEND
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British Business Awards

1 The VisitBritain table with Ashley Harvey (right) country manager, Japan.

2 Pianist Mika Ohta (left) received flowers from Lori Henderson MBE, BCCJ executive director, for her performance of classic British tunes.

3 Attending the awards were Tom Cocks of Compass Offices and Richard Straughton of Peak Japan.

4 Megumi Okazaki, a member of the BBA task force, was the lucky recipient of a Union flag which she exchanged for a prize.

5 Members of the Flourish team attended the awards.

6 Graham Davis, BCCJ executive committee member, and Jennifer Shinkai of en world group at the Champagne reception.

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www.sokids.org

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STATINS AND DIABETES

- High cholesterol and diabetes related to lifestyle habits
- Benefits of taking a statin outweigh risks
- Decision on strength of drugs made on individual basis

Answers to common questions

BY DR TOM LOMAX

Are cholesterol-lowering drugs and diabetes linked?

Statins—the main class of drug used to reduce levels of cholesterol in the blood—have been heavily prescribed for some time. In fact, Simvastatin, the first commercial drug in the family, dates back to the 1980s. Currently, six to seven million people in the UK are taking it or another similar drug in the same family.

As a result of numerous articles in the UK press over recent months, many people have been surprised to learn that conclusive evidence has emerged that statins increase the risk of maturity onset diabetes in people who take them.

Why has it taken so long for this connection to emerge?

Principally, it is because the increase in risk of developing diabetes is very small, and thus cannot be detected without collecting a lot of data.

Even clinical trials that include thousands of participants have failed to pick up a significant difference between diabetes rates in patients on statins and those on placebos.

However, it is possible to improve detection of more subtle differences between different groups through meta-analysis, when data from multiple studies is pooled and re-checked.

How much does the risk increase?

A meta-analysis published in 2010 in *The Lancet*, a leading British general medical journal, examined data from over 90,000 people. The study shows that, over a period of four years, for every 255 people treated with a statin, one extra case of diabetes would result. Overall, the total increase in blood sugar is probably in the order of about 3%. However, it is important to be clear that most cases of diabetes diagnosed in these study groups would have occurred with or without the individual concerned taking a statin.

Does this mean people taking statins should stop?

Almost certainly not. The same study shows that for each extra case of diabetes caused, 5.4 cardiovascular events (heart attacks or similar occurrences) were prevented. So, the benefits of taking a statin clearly outweigh the risk. Numerous clinical trials have shown that, in appropriately targeted patients, treatment with a statin cuts the risk of heart disease without simultaneously raising the risk of death from other factors. Rather, it reduces the overall risk of death from all causes.

An even larger pool of data analysed by a Canadian group was published in peer-reviewed British medical journal *The BMJ*



In appropriately targeted patients, treatment with a statin cuts the risk of heart disease without simultaneously raising the risk of death from other factors.

earlier this year. The study shows that treatment with higher doses of stronger statins carries an increased risk of progression to diabetes. However, this does not mean that everyone should be treated with a weaker statin or at a lower dose. People who have very high cholesterol or carry a high risk of heart disease are likely to need a higher dose of statin if the treatment is to be effective, regardless of the increased risk of diabetes.

The decision on the strength of treatment has to be made on an individual basis. Accordingly, you simply need to make sure that your doctor is factoring in

all considerations when he or she decides what to prescribe you. Even if a diabetic person stops taking a statin it is unlikely to lower blood sugar to normal levels. However, the action would definitely increase the risk of heart problems in the future.

What can I do to avoid high cholesterol in the first place?

It is worth remembering that both high cholesterol and maturity onset diabetes are clearly related to lifestyle. For most of us, staying at a healthy weight, keeping active and eating a healthy diet are the best ways to guard against this type of dilemma. 🇬🇧

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THE ELUSIVE THIRD ARROW



Can a snap election get it back on target?

BY IAN DE STAINS OBE

With Japan's economy officially in recession, following two consecutive quarters of GDP decline, it would appear that the much-heralded success of Prime Minister Shinzo Abe's three-arrow approach to economic well-being has not lived up to its promise.

Two of the three arrows appear to have hit their targets successfully. In fact, other economies in Europe and even Washington began to take Japan as a potential model for revival. And, why not? The country did experience a surprising surge in the stock market, and the yen-dollar exchange rate reached unexpectedly positive new levels. Quantitative easing appeared to be the way forward, with the European Central Bank seriously considering a similar approach.

But, the third arrow in the quiver—realistic structural reform, including often-resisted measures to open markets—has not yet been realised, and many commentators now question whether it ever can be.

For all the recent good news about Japan's economy, and the belief of many experts that it was on the fast track to recovery, the fact is that the recent increase in consumption tax from 5% to 8% has put a brake on household spending, as many predicted it would. Though further growth had been anticipated in the last

While stocks rose sharply on the announcement of the tax-hike postponement, it is unclear whether prices will remain stable given the uncertainty generated by an election.

quarter, the economy actually shrank by an alarming 1.6%. The plan for another consumption tax increase, to 10%, next year has further alarmed analysts.

Such is the concern that Abe, who inherited the tax-increase policy from a previous Democratic Party of Japan administration, and who was reportedly pressed into implementing it by Japan's Ministry of Finance, has opted to delay the second stage increase to the spring of 2017. In an attempt to garner support for his strategies—and just midway through his term of office—he has also called a snap election for 14 December. The ruling coalition suggests that they will put forward proposals aimed at lowering the tax rate on daily necessities, such as food.

Already, however, critics are calling this yet another example of the indecisiveness of the ruling bloc. Allowing the sort of tax breaks suggested may be appealing to the electorate, but they will have the effect of lowering tax revenue. This would appear to contradict

the purpose of an overall rise, and will result in yet more complex administration, particularly for smaller firms.

It is for this reason that the Ministry of Finance is believed to be against the postponement. Here again, we see a sharp difference between the ministry, which is insisting on more stringent economic discipline, and supporters of Abenomics, who appear bent on monetary stimulus.

Opinions are also sharply divided over the wisdom of calling a snap election. Certainly, it is a tactic that gives the opposition little time to prepare (although given the amount of speculation, they can hardly have been taken entirely unawares), but it is one that could also backfire. While stocks rose sharply on the announcement of the tax-hike postponement, it is unclear whether prices will remain stable given the uncertainty generated by an election. That is particularly the case in an election like this, in which the government is seeking

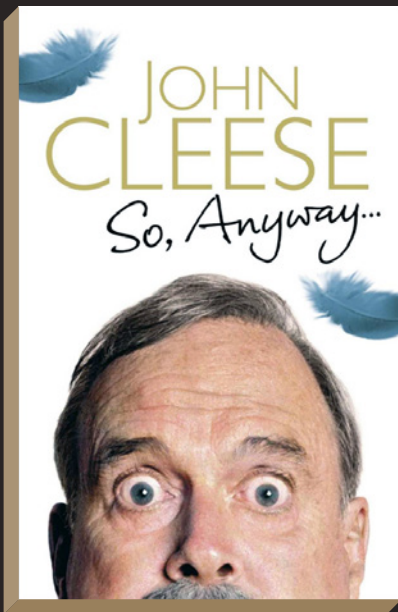
a mandate for a policy that is, to most of the electorate, unpopular. Recent opinion polls show that the majority of respondents feel less well off than just a year ago. In real terms, incomes have fallen.

Abe's popularity at large has taken a significant knock. Economics aside, his determination to make changes to the Constitution of Japan (especially in relation to Article 9) has alarmed those who fear the country may swing even further to the right. Despite his comments that the Japan-China relationship should no longer be based on emotional issues, moderates worry that his nationalistic statements are hindering, rather than helping, the situation in the region.

Some are even referring back to his previous term as prime minister (2006-07) which was largely seen as a singular failure. But Abe is a survivor; politics is in his blood. His grandfather was a politician; his father, Shintaro, was the country's longest-serving foreign minister; and his mother, Yoko, was the daughter of Nobusuke Kishi who was prime minister from 1957 to 1960.

It will be interesting to see whether his political intuition will serve him well come election day and, further, what a renewed mandate from the people (assuming that he succeeds) will encourage him to do next. 🇯🇵

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A Little Dark British Humour

Exploring the work of a talented comedian

John Cleese, having secured by the skin of his teeth a degree from the University of Cambridge, was set for a career as a solicitor. A secure offer of a job (at £12 a week) with a well-known law firm in London was firmly gazzumped at the last minute by an offer from BBC Light Entertainment to become a writer at the princely sum of £30 a week. As Cleese himself says, the decision was “a no-brainer”.

This less-than-orthodox start to his career appears to have set the pattern that was to follow Cleese. He found a certain success in the

Smokers—informal productions of the university’s Footlights Dramatic Club—and their London West End and Broadway spin-offs. Capitalising on that success, Cleese appeared successfully off Broadway and then, famously, on television. This was largely at the initiation, and with the support, of the late Sir David Frost OBE. Frost’s comedy programme *That Was the Week That Was* revolutionised late-night television in the UK and triggered a new age of satire. While Cleese doesn’t quite say as much, it is fairly clear that, had the show

not existed, his comedy group Monty Python could not have been conceived or would, at best, have been stillborn.

Cleese tells his story effortlessly and pays generous attention to the friends and colleagues who along the way influenced, encouraged and taught him. Refreshingly free of the artificially sensitive “luvvie” approach of many showbiz autobiographies, this volume is also short on malice. The reader is left with an impression of the well-brought up young man who adhered to his father’s definition of gentlemanly behaviour. There is little doubt, too, of Cleese’s awareness of how class differences played into his early life. It is indeed hard not to feel that he has never quite escaped the sharp edges of that influence. His unresolved relationship with his mother is also something he explores.

When Cleese is not trying to be funny—which he very often is—he offers some truly deep insights into a range of human behaviours, no doubt in part a consequence of the many periods of therapy he has undergone (and about which he is refreshingly frank). His utter outrage at the gross injustice of being caned in school for getting an answer wrong is expressed with such clarity that it provoked in me chilling memories of the long-forgotten indignity I had felt at the hands of my primary school head teacher who, like Cleese’s teacher, also taught mathematics.

An odious and odiferous toad who chain-smoked—his study was a constant blue fug—he delighted in mocking my “foreign” name

and having me stand before the class while assailing me with problems of mental arithmetic that he knew full well I was not up to answering. In so doing, he delighted my classmates whom he encouraged to enjoy my squirming (and, incidentally, ensured that the subject would be forever a no-man’s land to me).

Although there is not a hint of the broken-hearted clown cliché in Cleese’s memoir, the reader is nevertheless left with the impression that there is a dark—even disturbing—side to this immensely talented writer and comedian. When all is done it is difficult for the reader to judge whether or not he has reached his three-score and 15 years a happy man.

Nevertheless, to play amateur analyst (as he himself sometimes does) it is tempting to suggest that a lack of that same darkness would have rendered impossible Basil Fawlty, his lead character from British sitcom *Fawlty Towers*. What ultimately makes Basil funny is the suppressed anger that is forever threatening to explode; if he ever truly gave into a tantrum the humour would be lost. It is the repression, and Basil’s efforts at it, that make us laugh.

It may be a leap too far to suggest that Cleese is an angry man. But given his uncertainties and self-doubts, as well as his occasional questioning of his self-esteem, the hope must be that he realises how much pleasure he has given to so many who enjoy his talent. This book is a suitable record. 🇬🇧

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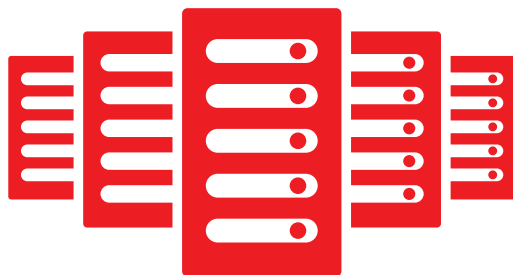
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