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QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN



GASTRONAUTS

Canadian YouTube stars talk
P24 food, business and passion



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Representing some 35 business industries, the CCCJ is a member-driven, member-focused organization and is the longest-serving Canadian chamber of commerce in Asia. With more than 400 members, the CCCJ represents a broad cross-section of businesspeople, including entrepreneurs, from Canada, Japan and other countries. The membership comprises Canadian companies and individuals with ties to Japan, and Japanese companies and individuals with ties to Canada.

The Canadian Chamber of Commerce in Japan

La Chambre de commerce du Canada au Japon

The Canadian Chamber of Commerce in Japan is a private sector, not-for-profit business organization founded in 1975 to promote the development of commerce between Canada and Japan.

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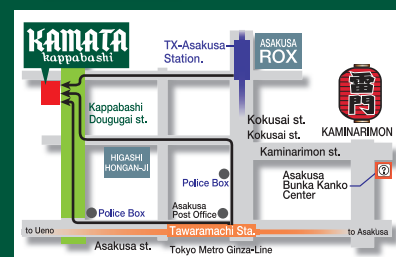
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Full Speed Ahead

By Alec Jordan
Editor-in-Chief, *The Canadian*



We hope this issue of *The Canadian* finds you well into the swing of the Year of the Boar and ready to make the most of what 2019 has in store for you.

BIG BUSINESS

One of the things that will shape 2019 and the years to come is the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Only having come into force on December 30, it is already having a significant effect on trade between Canada and Japan, thanks to its lowering of tariffs on a broad array of goods and services. We've taken a long look (page 10) at the agreement and what it will mean for businesses large and small in the Asia-Pacific region.

As we find out from a conversation with our cover stars Simon and Martina Stawski (page 24), the past several years have seen a change in the way YouTube content creation works. No longer is it just a niche activity for

people with quirky interests. It has become a platform that allows its superstars to reach millions of viewers — and command equally impressive salaries.

KEY PLAYERS

Canadian sports fans had something to cheer about last year, when their nation's rugby team pulled through the repechage tournament held in Marseille, France, in November to secure a berth in the Rugby World Cup (RWC) 2019. Two legendary players who have seen plenty of RWC action are Jamie Cudmore of Canada and Hitoshi Ono of Japan (page 22). The two athletes play the same position and have recently gotten to know each other off the pitch. We spoke to them about their greatest moments in the sport, mutual respect and what their sides need to do to find success in the RWC 2019.

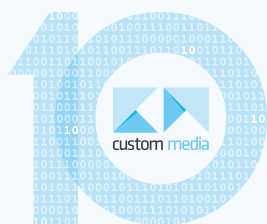
However, veterans aren't the only people who can have an impact on their teams. Late last year, we had the chance to sit down with a group of talented interns who, through the

Canada-Japan Co-op Program, were working at Rakuten, Inc. (page 20). Although these young students didn't have much experience, they brought a tremendous amount of value to the company while learning how to work in an overseas environment.

STEPPING BACK

One of my favourite features can be found on the final page. The history articles by Tim Hornyak are a fascinating set of stories about the Canadians of generations past who helped develop ties with Japan in a dazzling variety of ways. In this issue's instalment, you'll read about Sarah Agnes Wintemute Coates (page 34), a woman who first came to Japan as a missionary, but found unexpected success in manufacturing peanut butter. Although not all of us make such drastic career changes when we come to Japan, the country does have ways of presenting us with options we had never expected. 🍁

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The Canadian is printed using vegetable oil ink certified by the Japan Printing Ink Makers Association.



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YEAR OF CHANGE

By Jim Zhang
Executive Director
Canadian Chamber of Commerce in Japan

Happy New Year to our members! I hope you have enjoyed your holidays wherever you were, and are looking forward to the opportunities and challenges of 2019. It goes without saying that this will be a significant year for Japan, being the last year of the Heisei era, which has been a symbol of peace and prosperity for people in Japan.



In October, we will see a rise in the consumption tax from 8 per cent to 10 per cent, which will affect the economy as a whole. This is also the year that Japan hosts the Rugby World Cup, which will generate both worldwide interest and business opportunities. And, possibly as early as February 1, the EU-Japan Economic Partnership Agreement will take effect. These are just some of the reasons that 2019 will prove to be a significant year for all of us in Japan, as also for those who have a relationship with this country.

BANNER YEAR

When it comes to Canada, there will be no shortage of business opportunities in 2019. This year marks the 90th anniversary of diplomatic relations between Canada and Japan. There will be many bilateral visits and exchanges to nurture the ever-growing partnership. Japan will host the G20 summit in Osaka, and Canada will have the opportunity to play a greatly expanded role in the international forum.

Perhaps most important, however, is the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), which went into force on December 30, and we will see the first effects of the agreement this year. While Canadian and Japanese enterprises will have a

historic opportunity to expand their domestic business and investment, we at the Canadian Chamber of Commerce in Japan (CCCJ) will work with our partners in the Japanese and Canadian governments, trade organizations and other chambers of commerce to provide as much information and support as possible to businesses looking to expand and take full advantage of the agreement.

As it has done in this issue of *The Canadian*, the CCCJ will focus on providing relevant materials throughout the year to help members make the most of this opportunity. To this end, the CCCJ will host a series of events and invite relevant speakers to provide information on the CPTPP. We will try to provide as much detail for our members, updating them on current trends in CPTPP-related growth and sector analyses. Please stay tuned to our upcoming events and follow our magazine and e-newsletter closely for further information that may be of benefit to you.

HEARTY THANKS

I would also like to take this opportunity to thank the sponsors of our Maple Leaf Gala last year (see page 28). Once again, it was a great celebration, and we could not have done it without your support. Thank you.

In January, we will unveil our line-up of speakers for the year's Global Diversity Management Speakers Series. With the continuing series but one of the many exciting developments planned for our community, there is no better time to get involved!

From all of us here at the chamber office, in the chamber committees and on behalf of the Board of Governors and all CCCJ volunteers, thank you for your continued support for the oldest Canadian chamber in Asia. We look forward to working with you during this dynamic year.

明けましておめでとうございます。これより新年の挨拶とさせていただきます。今年もどうぞよろしくお願いいたします。🍁

With many exciting developments planned for our community, there is no better time to get involved!



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CANADA-JAPAN NEWS



Mining firm to list

Rio Tinto, the world's second-biggest mining company, has plans to take its Iron Ore Company of Canada business public, according to an article published in the *Financial Post* on December 24. The company is expected to be dual-listed on the New York and Toronto exchanges during the first half of the year, and Rio Tinto is expecting a valuation of about US\$4 billion. Mitsubishi has a 26 per cent share in the business, which has operations in Labrador and Newfoundland. Rio Tinto unsuccessfully tried to sell its 58 per cent stake in the business in 2012 and 2013.

Fukuoka hockey fanatic hits the rink in Nova Scotia

A December 24 story in *The Hants Journal* describes how Yumi Miyano, a sixteen-year-old from Fukuoka Prefecture, has been welcomed onto Canadian ice. The youngster, who had a passion for hockey from an early age, made the move to the sport's birthplace when she learned that she could play there and improve her English at the same time. She joined an exchange program at Avon View High School in Falmouth, Nova Scotia, and is in her second year with the Avalanche hockey team. Miyano will graduate next year and says that she now feels like a Canadian, thanks to her close relationship with her classmates and her homestay family.



Trudeau airs views on Japan's post-IWC plans

Japan Today reported on January 9 that Canadian Prime Minister Justin Trudeau spoke up about Japan's whaling plans during a phone call with Japanese Prime Minister Shinzo Abe. Tokyo has maintained a whaling program under scientific auspices since 1986. However, this year the government will be changing its approach and reintroducing commercial whaling. It withdrew from the International Whaling Commission (IWC) in December. According to a statement by Canada, Trudeau "raised the important issue of whale conservation and commitment to working with international partners to protect whale species."

Concerns over Japan's auto sector

According to a December 15 *CBC News* report, despite the negotiations that led to the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP, page 10), concerns are being raised in relation to Japan's advantages in the automobile sector. North American carmakers have voiced their concerns on the matter, and although Canada and Japan agreed to a side letter that addresses motor vehicle safety and environmental standards, it is not likely to create an entirely even playing field. The CPTPP notwithstanding, Japan has a series of non-tariff barriers that make it a challenge for foreign brands to sell cars in Japan.

Canada farm sales to Japan rise

As reported in a January 11 article in *The Asahi Shimbun*, the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP, page 10) is drawing attention among Canadian farm producers. In particular, they see the greatest benefits in reduced Japanese tariffs for beef, pork, wheat and canola oil. For example, under the terms of the CPTPP, Japan — which is the world's third-largest beef importer and Canada's second-largest beef market — has lowered its 38.5 per cent tariff on beef to 27 per cent, and there will be further reductions in the years to come. Sales of Canadian wheat are expected to double over the next nine years, and one Canadian canola oil producer shipped a record amount to Japan in December.



LANDMARK TRADE DEAL

A look inside one of the most significant free-trade pacts of its time

By Alec Jordan

It's hard to overstate just how significant the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) will be — not just for Canada and Japan, but for the Asia-Pacific region. Once this groundbreaking trade agreement completely goes into effect, it will form a trading bloc that represents some 495 million consumers, and 13.5 per cent of global gross domestic product.

For Canada, it opens up a tremendous amount of economic opportunity. The CPTPP gives Canada new preferential access to Japan, the world's third-largest economy, and to Australia, Brunei, Malaysia, New Zealand, Singapore and Vietnam. Furthermore, it opens up enhanced access to existing markets in Chile, Mexico and Peru. This preferential market access is projected to provide a significant boost to Canadian exporters and Japanese importers of their products, by eliminating nearly C\$430 million worth of tariffs annually, C\$338 million of which are removed from exports to Japan. Japanese consumers should benefit from a greater choice of Canadian products and lower price from competition spurred by the CPTPP. In Canada, the deal will level the playing field for Japanese companies looking to export into the Canadian market and help create new investment opportunities. For example, the tariffs on autos from Japan will be eliminated in Canada on January 1, 2022, and tariffs on *wagyu* beef will be eliminated on January 1, 2023.

Combined with the Canada–European Union Comprehensive Economic and Trade Agreement (CETA) and the North American Free Trade Agreement — and its likely successor, the Canada–United States–Mexico Agreement (CUSMA) — the CPTPP makes Canada the only G7 member which has preferential trade agreements with all of the other G7 countries.

Between Canada and Japan, the CPTPP will allow for tariff-free trade of key Canadian exports, such as agricultural goods, seafood, lumber and industrial products. This is likely to make Canadian goods even more competitive on the Japanese market.

But the CPTPP isn't just about goods and tariffs; it also includes provisions for investment protection, electronic commerce, government procurement and many more areas. For example, part of the CPTPP includes commitments on temporary entry, which will make it easier for Canadian and Japanese businesspeople and investors, as well as intra-corporate transferees, to work and move between Canada and Japan. The CPTPP is also progressive, including dedicated chapters on environment, labour, small and medium-sized enterprises (SMEs), transparency and anti-corruption, in an effort to ensure that the benefits of trade are widely shared.

FROM TPP TO CPTPP

As impressive as the agreement is, one of the most remarkable things about it is that it happened at all. The original Trans-Pacific Partnership (TPP) was first championed by then-U.S. President Barack Obama, and the United States was to play a significant role in the agreement. However, U.S. President Donald Trump pulled out of the agreement after he assumed office in January 2017, putting the fate of the early agreement in considerable jeopardy.



Shujiro Urata
Professor, Graduate
School of Asia-Pacific
Studies at Waseda
University

Abe was ... very disappointed when Mr. Trump withdrew the U.S. from the original TPP but he couldn't back off.

As Shujiro Urata, professor at the Graduate School of Asia-Pacific Studies at Waseda University explained, Japanese Prime Minister Shinzo Abe then became the de facto leader of the modified agreement: “[Abe] was of course, very disappointed when Mr. Trump withdrew the U.S. from the original TPP but he couldn't back off. I guess he had to just move forward in promoting TPP 11, which eventually became the CPTPP. And I think that because of that, he took a leadership role in moving negotiations forward. It was very important for Prime Minister Abe, and also it is very important for the countries involved, particularly because the U.S. has become very protectionist with its trade policy, and we needed something to fight this emerging protectionism. And I think that the CPTPP is one of those very few policies that countries other than the U.S. can put into action to fight the rise of protectionism.”

PHOTO: TPP HQ, JAPAN



Prime Minister Shinzo Abe (center) and Minister of International Trade Diversification Jim Carr (fourth from right) attended the CPTPP Commission meeting in January.

However, with an agreement this large, there were guaranteed to be numerous sticking points. In one case Urata points out, the agricultural lobby in Japan was very strong, and did not favour opening up the sector to the rest of the CPTPP nations. In the long run, they got their way, and there are strong protections for the Japanese agricultural market in the agreement.

One of the things that prevented the agreement from being signed in 2017 was the desire to protect Canada's culture (in addition to concerns about automobile manufacturing).

According to Stephen R. Nagy, distinguished fellow with the Asia Pacific Foundation of Canada, a not-for-profit organization focused on Canada's relations with Asia: "[During negotiations], Vietnamese Prime Minister Nguyen Xuan Phuc came to Danang and they didn't sign the CPTPP as they didn't agree to the agreement at that time. One of the issues was cultural. In the Canadian context, as you know, we are a multi-cultural country and we are officially bilingual. So, we have some laws and regulations about protecting culture in the Canadian context."

After months of negotiations and hard-fought deal-making, the 11 nations reached an agreement that was not only able to address their respective concerns with the original TPP agreement through suspensions and side letters, but also to build in progressive elements that ensure the benefits of trade can be more widely shared. The countries began to ratify the agreement starting with Mexico in June 2018. Japan, Singapore, New Zealand, Canada, Australia and Vietnam followed, and the CPTPP entered into force in December 2018 between all of the nations that had ratified except Vietnam, with the agreement for that country entering into force in January of this year. Rounds of tariff cuts have begun for the ratifying nations, and will take place

for the other nations as they bring the agreement into force later this year.

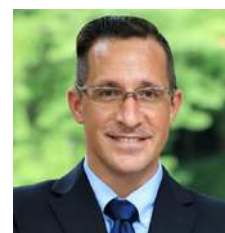
WIDE REACH

With an agreement as wide-reaching as the CPTPP, it's easy to lose sight of how many areas it touches on. As Nagy points out, there are two topics that are often left out of the discussion: "I think two important aspects of the CPTPP that we don't talk about are the environmental laws and labour laws. What it's trying to do is encourage businesses in participating countries to start to produce things competitively, but without impacting the environment negatively or using some of the asymmetric advantages some countries with big populations have in terms of exploiting labour. So, this makes competition fair, and fair competition means that Canadian business and Japanese businesses can get out there and compete and sell their products to customers within the [CPTPP] region."

The agreement also maintains a structure that helps support technical innovation of all types, Nagy adds. "The CPTPP's focus on protecting intellectual property rights is incredibly important. Now, what does that mean? It means, for example, if a Canadian makes some kind of product — the best example is a BlackBerry, an invention made in Canada. That product's intellectual property rights would be protected within this new agreement. That means that company can continue to invest over the long-term in research and development to produce more innovative products. Intellectual property rights are really, really important in producing long-term innovation and long-term research and trying to create the next BlackBerry, or the next iPhone. That is really, really great."

"Now, Japan and Canada both produce a lot of interesting, innovative products and they would like those products to be protected

through intellectual property rights. So, what the agreement has done is to create the circumstances in which both countries, as well as all countries in this CPTPP agreement, can start to really invest in the long term — in the next technologies and in the next services, to produce more wealth and prosperity. And that is always good."



Stephen R. Nagy
Distinguished Fellow,
Asia Pacific Foundation
of Canada

ROOM FOR GROWTH

Urata explains that the trade relationship between Canada and Japan has tended to follow a certain pattern, but it's one that he'd like to see change in the years to come, and this could come about through the mechanisms of the CPTPP, and through bilateral investment schemes that would be simplified through the agreement.

"[Japan] imports a lot of natural resources and natural resource-related goods from Canada and indeed I think we register a trade deficit with Canada. Half of our exports to Canada are automobiles, and some people call it a very complementary relationship because we import natural resources or materials and we export manufactured or machinery products. However, I'd like to see more bilateral trade in high-quality or high-tech products, such as pharmaceuticals and other chemical goods."

"Maybe, before these trades take place, there could just be investment, both ways — Japan investing in Canada, and Canada investing in Japan. I think that will go first and then, as a consequence of the operations



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What the agreement has done, is to create the circumstances in which ... all countries in this CPTPP agreement, can start to really invest in the long term.

in both countries, they may develop trade in these products. I would like to see a lot of investment done between these two countries.” This could be made possible by the CPTPP’s innovative and modern rules, which offer investors improved protection, predictability and transparency for their investments and improved access to each other’s markets.

BOON FOR SMEs

For its part, Canada has announced significant investments to help its businesses take advantage of the CPTPP and the other free trade agreements (FTAs) that will soon be in force. The government has committed C\$1.1 billion over six years to help Canadian businesses access new markets and take advantage of FTAs that are in force. The funding will include investments in ports and trade corridors linking Canada to Asia and Europe, and will also expand financial support available for businesses to develop and pursue opportunities for export growth and diversification. New resources are also being dedicated to increasing the number of trade commissioners available to serve Canadian businesses both at home and in important markets abroad, including in Asia and the European Union.

Additionally, the government department Global Affairs Canada is actively working to raise awareness of the country’s free trade agreements and help SMEs benefit from the opportunities that agreements such as the CPTPP provide. The department’s outreach program includes the delivery of workshops for Canadian companies on agreements such as CETA and CPTPP, and the development of informational tools to make it easier for SMEs to access information digitally. For example,

Canadian companies can find out more about the CPTPP through the Global Affairs Canada’s website, at canada.ca/CPTPP. One of the most useful tools is the Canada Tariff Finder (a joint initiative of BDC, EDC and Global Affairs Canada), which allows companies to determine whether their product’s tariffs have been reduced or eliminated thanks to one of Canada’s free trade agreements. The Tariff Finder covers free trade agreements such as CETA, and is currently being updated to include information on preferential tariff rates with CPTPP countries. The department is also offering comprehensive training to Canadian trade commissioners across Canada and in each of the CPTPP countries on the agreement and the opportunities it creates.

This is especially important as the CPTPP has the potential to be a significant boon to SMEs. According to Global Affairs Canada, SMEs represent more than 99 per cent of all Canadian businesses and nearly 90 per cent of all private sector jobs. But currently, only 11 per cent of these Canadian SMEs are engaged in the global marketplace.

To help address this, the CPTPP has a chapter dedicated to helping SMEs gain access to the opportunities that the agreement offers. Some of these include the elimination of tariffs on 99 per cent of current Canadian exports to countries within the CPTPP. Also, trade is made more predictable and accessible, thanks to the establishment of a single set of rules for trade. Technical barriers to trade, which are often a great concern for SMEs are also addressed. Clearing goods through customs is simplified and SMEs have easier access to customs information online. New rules help to eliminate barriers to digital trade

and help data flow freely across the borders of the CPTPP nations. Market access for Canadian services and financial services industries is enhanced and supported by strong mechanisms for handling investment disputes. Finally, a level playing field is created by establishing clearly enforceable rules for state-owned enterprises in CPTPP markets.

LOOKING AHEAD

The CPTPP is likely to shape the Canada-Japan trade relationship in a number of ways: the CPTPP’s high standard rules will set the stage for greater economic integration and inclusive trade; more Canadian and Japanese businesses will take advantage of the opportunities that the agreement offers; and both Canadian and Japanese manufacturers will expand their supply chains and diversify their sources of supply and customer bases.

Nagy, for his part, says to watch for which countries are likely to join the agreement in the years to come. Economies that have publicly voiced their interest include Thailand and the United Kingdom.

Finally, Nagy says to keep an eye on the development of other global FTAs to see if they follow in the CPTPP’s footsteps: “Japan and Canada should be looking at what kind of trade agreements going forward resonate or reflect much of the language in the current CPTPP and that would suggest that countries are very much on the same page of the book in terms of focusing on development and research and innovation through protecting intellectual property rights.”

For their part, to take advantage of this game-changing agreement, members of the Canadian Chamber of Commerce in Japan (CCCJ) are encouraged to take part in CPTPP-related seminars that will be organized both by the Embassy of Canada in Japan and the CCCJ, and to contact the Trade Commissioner Service if they have questions about the finer points of the CPTPP. This is an exciting time for both Canada and Japan, and we should all look for even more positive developments in the months and years to come. 🍁

CPTPP BY THE NUMBERS

11
countries



Creates tariff savings for Canada of approximately
C\$430 million
per year



C\$338 million in exports to Japan

C\$47 million in exports to Australia

C\$25 million in exports to Vietnam



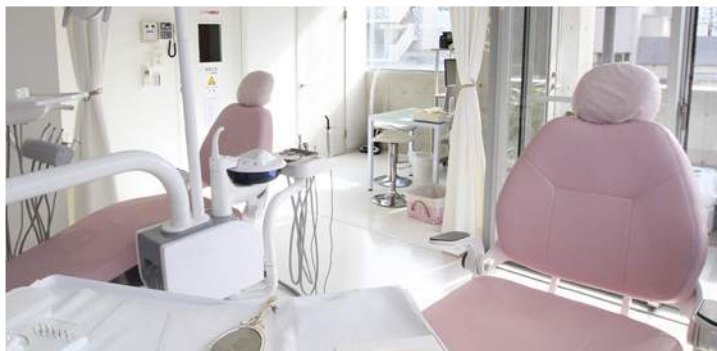


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BIOTECH ISLAND

Tokyo chemicals firm goes large in Canada's smallest province

By Julian Ryall

For the vast majority of Japanese people, Prince Edward Island (P.E.I.) is synonymous with one thing: the novels in the *Anne of Green Gables* series by Lucy Maud Montgomery. The stories depict the province's rural areas in fond detail. So beloved are the books that they have inspired Japanese couples to travel to Prince Edward Island for weddings. However, the rapid expansion of the operations of Sekisui Diagnostics P.E.I., Inc., in Charlottetown is creating a strong new connection between Japan and Canada's smallest province.

In July 2018, local dignitaries, politicians and Kimihiro Ishikane, the Japanese ambassador to Canada, cut a giant red ribbon for the bioscience company's latest C\$1.2 million expansion at its facilities in the provincial capital's West Royalty Business Park. The development gives the firm an additional 465 square metres of space and includes a clean room for the fabrication of highly specialized and advanced medical products.

The company is a subsidiary of Tokyo-based Sekisui Chemical Co., Ltd., and globally develops a range of innovative clinical chemistry diagnostic systems, reagents and other tests designed to improve patient care. The products include high-efficiency coagulation systems, specialty assays (biochemical testing procedures) and fast and accurate diagnostics kits for effective point-of-care testing, as well as biochemicals and enzymes for manufacturers of diagnostic reagents and biosensors.

BIOTECH HOTBED

The Prince Edward Island facility focuses on reagents that mostly are provided to laboratories and hospitals for use with laboratory analyzers. The facility has 136 employees — an increase of 76 per cent since 2011.

"Sekisui Diagnostics [celebrated] seven years on P.E.I. in 2018; [in 2011] it purchased the Genzyme Diagnostics facility in Charlottetown, which can trace its roots back to 1971 and was originally started as Diagnostic Chemicals Ltd. by local entrepreneur Dr. Regis Duffy," said Brian Stewart, director of the site.

"This long history of producing high-quality medical products on P.E.I. has helped to establish the region as a flourishing hotbed for bioscience companies," he told *The Canadian*.

"And since Sekisui Medical purchased Genzyme Diagnostics, Sekisui Diagnostics P.E.I. has grown significantly, adding more than 50 jobs and increasing revenues by more than 225 per cent."

The new facilities have helped to improve the company's supply chain, reduced its environmental impact and brought additional employment opportunities. Similarly, the location of the company gives it excellent access to the major North American markets, Stewart pointed out, as well as to the nations of the European Union and South America. And, while the company operates in locations around the world, Charlottetown is its sole Canadian location.

COMMITMENT

Stewart admits that at first there was "some uncertainty" in the organization when it was purchased by Sekisui, in large part because the company had been bought out twice in just four years.



Japanese Ambassador to Canada Kimihiro Ishikane at the opening of Sekisui Diagnostics P.E.I.'s expansion.

PHOTO: STEFAN KRASOWSKI [CC BY-SA 2.0] VIA FLICKR

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At the ribbon cutting for Sekisui Diagnostics P.E.I.'s expansion, from left: Kimihiro Ishikane, Japan's ambassador to Canada; Heath MacDonald, Prince Edward Island provincial government; Brian Stewart, director of manufacturing at Sekisui Diagnostics; Goichi Tsuchihashi, managing executive officer and board director, Diagnostics Business Unit, Sekisui Medical; Bob Schruender, CEO of Sekisui Diagnostics

"Employees were unsure as to what direction they were heading or whether there would be another purchase," said Stewart. "But our connection with Japan created a large resource base to pull from."

"This has been a unique strength in this region and one that we have leveraged," he emphasized. "Sekisui has a focused desire to grow the business and this has been evident through the investment and improvements made to the P.E.I. facility. The growth has given the site momentum and confidence, leading to the employees trusting the direction and vision of our company. We now have an identity to build on."

The province's government has also been convinced of the company's commitment and contributed C\$400,000 to the latest expansion of the facility and provided a non-refundable grant of C\$200,000 to equip the new space. The province also invested C\$3.5 million in the facility in 2017 and consequently owns the property, which allows it to recover its investment through lease payments from Sekisui Diagnostics.

The partnership between the company and the local government has encouraged other firms in the same sector to set up operations on Prince Edward Island.

"There is a long history of P.E.I. making high-quality medical products and the bioscience sector has grown significantly," said Stewart. "We collaborate with the local university and college to create unique programs that will best meet the needs of future positions with the company."

The "strong relationship" with both the provincial and federal governments has led

to a number of cost-saving programs that are tailored to assist companies to be competitive in the global market, Stewart said, adding that, "these synergies allow Sekisui Diagnostics P.E.I. to meet the growing demand for our products."

ROOM TO GROW

The opening ceremony for the expanded plant was attended by Wade MacLauchlan, who has served as premier of the province since 2015, and who celebrated the company's development and vision for the future.

"What this does is create a platform where this team can continue to do excellent work, to be part of competitive products internationally and to be part of the success and growth of the bioscience sector here in our province," MacLauchlan said in a July 13, 2018, article in *The Guardian*, one of the province's newspapers.

"It creates employment, it enhances our province's ability to take part in a very competitive area in terms of the global economy, and it produces prosperity," he added. "In terms of the investment that we made here today, we will see it back many times over."

Japan's ambassador also used the opening ceremony to applaud the company's achievements. "If you ask a Japanese the question, 'What do you think about when you hear about P.E.I.?' it is all about *Anne of Green Gables*," Ishikane said.

"That is something that is extremely important as a tourist attraction, but the point is that on this island there exist a lot of potentialities for both [Japanese and Canadian] businesspeople to interact and

come up with new projects that could go worldwide," he added.

"I have to say that the company's growth here would not have been possible without its close partnership with the local community and the P.E.I. government," Ishikane added.

"They are actually fostering or educating or bringing up the youngsters who have sufficient knowledge, which can serve as intellectual infrastructure for Japanese companies." He concluded, "I think there is so much potential here." 🍁



SEKISUI DIAGNOSTICS P.E.I.

- ▶ Launched in Charlottetown, Prince Edward Island, in 2011
- ▶ Sekisui Chemical Co., Ltd.'s sole location in Canada
- ▶ Employs 136 people – an increase of 76 per cent since 2001
- ▶ Produces clinical chemical reagents to be used with laboratory analyzers at labs and hospitals
- ▶ In July 2018, completed a C\$1.2 million expansion of its facilities



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SETTING STANDARDS

Top executive with Air Canada talks at a CCCJ event about her path to success

Text and photos by Nina Oiki



On January 21, the Canadian Chamber of Commerce in Japan (CCCJ) invited its members to attend the latest seminar in their Global Diversity Management series, titled “Career Progression as a Woman in Japan.”

The guest speaker at the event was Kiyo Weiss, director of regional and premium sales Asia-Pacific at Air Canada, who spoke from her personal experience about how women can find success in Japan’s corporate environment and what Japanese companies need to know to increase diversity.

SIMPLE DESIRE

Weiss graduated from university in 1985, before Japan’s Equal Opportunity Law went into effect in April 1986. She joined Mitsui & Co., Ltd., as a freshman, but left the company after a year and three months and decided to study English in earnest at a college to find a better job at an international company.

After her studies, Weiss’s dynamic career path took her from a marketing position

at Business International (a division of The Economist Group) to working as an account executive at United Airlines and then to Air Canada, where she steadily rose through the ranks.

One of her motivations for success throughout her career has been her admiration for her father, who had been working internationally and visiting many different countries on business since she was little. As she explained, she always had a “simple desire”: “I wanted to work with people all over the world, meeting new people and finding new ideas, just like my father.”

To move people, Weiss argued that the most important thing is to “be passionate — this is much stronger than any argument or logic. People are more likely to support those who are passionate about something.”

However, Japanese people are generally not very good at showing their feelings, and this is an area in which Japanese workers — and women — can improve. Weiss reminded her audience: “I learned how important it was to take a chance when I was 13 years old. That was when I took part in a homestay program in the United States. I would like to stress that

everyone should take a chance, or even a risk, to gain experience and grow as a person.”

NEVER STOP LEARNING

Throughout her career, Weiss has recalled how important it is to hold on to the habit of learning naturally, like a child. “If your boss gives you a chance,” she stressed, “you should take it, even though it might not be something that you expected or want at first. There must be some reason your boss decided to give you that chance. Do not be afraid of making mistakes and never stop learning, like a child.”

Weiss herself is a wife and the mother of a daughter, and she discusses how important it is to make strategic use of time to maximize opportunities for both her private and professional life. “I use time to make my life rich,” Weiss said. “I learn so much from my family every day, and so when I’m with them I try my best to use my time effectively. I have no words to thank my husband for his help, too.”

According to research by the Organisation for Economic Co-operation and Development, in terms of gender equality, Japan is ranked 110th out of 149 countries — the lowest of all G7 countries — while Canada is ranked 16th. Weiss emphasized that the gender gap is one of the problems that Japan has to improve for the future of the country: “This isn’t only a matter of gender diversity, but also about the productivity in the workplace. Japan definitely needs more people to work productively — no matter their gender, nationality or religion.”

The seminar provided a valuable opportunity for audience members to think about the challenges that Japan faces in the workplace, as well as an inspiring example of a woman who has found great success in the workforce. 🍁

“Japan definitely needs more people to work productively — no matter their gender, nationality or religion.”





Lisa Ya Xin Zhao
University of
British Columbia



Lea Carlier
École Polytechnique
de Montréal



Garland Khuu
University of Calgary



Sarah Ben Rejeb
Concordia University



Akinyele Akintola
Ottawa University

INCREDIBLE INTERNS

Group of Canadian students
learn the ropes at Rakuten

Text and photos by Megan Casson

Japan is home to a number of the world's top companies, some of which are leaders in the field of technology. To give young Canadian university students the opportunity to gain valuable work experience, the Canada-Japan Co-op Program (CJCP) partners with a number of Japanese companies, and sends some of Canada's top university students to intern at these businesses.

STRONG PEDIGREE

The CJCP is the longest running co-op program in Canada and is based at the University of British Columbia. At 27 years old, it is one of the most successful international programs of its kind. "The CJCP started with funding from the Canadian government with the goal of giving Canadian students, particularly from technical programs where Japanese industries are advanced, experience working in Japan. The program has grown to include students from all disciplines and is supported by the universities and the colleges that form the consortium," explained CJCP Co-director Julie Walchli. The program works like most other co-op programs — an employer posts a job with the CJCP, and students who are interested can apply. Similar to real world hiring, they have to interview to gain a place on one of the programs.

MAJOR PLAYER

Rakuten, Inc. is an e-commerce and Internet company based in Tokyo. As one of Japan's hugely successful businesses, the company seemed like a perfect match for the CJCP. As Walchli said, "I think that the program reached out to Rakuten because they are such a Japanese success story, and it's also an interesting workplace, because their focus is to conduct business mostly in English. They were a natural partner."

Some students who take part in the CJCP do have a basic knowledge of Japanese, but very few of them are fluent. Thus the international business incentives and English-speaking operations at Rakuten make it easy for the students to settle in and proceed with their assigned projects.

The Canadian sat down with five CJCP participants who interned at Rakuten to talk about what they learned during their experience, and how they believe the internship has prepared them for their future careers.

IMPORTANT ROLES

Akinyele Akintola, a fourth-year student at Ottawa University, had been studying Japanese for two years when he applied. Interning as a database engineer at Rakuten, Akintola said: "I was mostly working on improving the [database] interface and adding new features as needed. My role was also to develop additional software, should my team need it."

Lisa Ya Xin Zhao (fourth-year student at the University of British Columbia), Garland Khuu (fourth-year student at the University of Calgary) and Sarah Ben Rejeb (third-year student at Concordia University) were all working on the same project. "It was a new web application that is an internal Rakuten tool," Zhao explained. "It's a merchant portal and basically it would allow all merchants that deal with Rakuten, internally or externally,

Every Monday we have *asakai* [morning meeting] ... and after, we go back to our desks and clean. It's not about the cleaning, it's about everyone working together.

to be able to see what kind of services they use, and see relevant statistics," Ben Rejeb added.

Lea Carlier, a third-year computer engineering student from École Polytechnique de Montréal, has been practicing karate since she was young, and developed a love for Japan from an early age. She began her internship working in the payments team, providing payment services for existing users. "Then I worked on an internal tool for developers. It was quite close to what we learned at school, so it was easy," she said.

COMPANY CULTURE

Most of the participants had done internships in Canada, and they noticed distinct differences between the two working environments. Khuu recognized the respect and effort that employees apply to office life: "I realized that in a Japanese team, it's a lot more team oriented. Every Monday we have *asakai* [morning meeting]. Everybody meets up and watches the CEO speak, and after, we go back to our desks and clean. It's not about the cleaning, it's about everyone working together — that is the kind of mentality there."

The students valued these differences and treasured the lessons learned from working with international team members. Zhao explained: "When I was working in Vancouver, I could talk to some of my teammates and they would get it instantly because we all had the same, or similar, educational backgrounds. But at Rakuten, everybody came from different countries. They all learned things in different ways, so when you say something, the other person might be confused or have a different view." Ben Rejeb expanded on that point: "You can see [the Japanese team members] had a different background and a different upbringing — you can see it in the way they talk and the way they take action. In our project we dealt with other Japanese teams, and we saw that their requirements were very different and we had to adjust to that."

This real-world experience has provided the students with valuable lessons that they can take back to Canada, and use in their

future careers. "In terms of my career," Akintola explained, "the internship made me realize that I would love to come back to Japan, and go to other countries if possible, to use my knowledge from home and share it with other people in the world." Carlier had a similar perspective: "This was an opportunity to see if I would be able to work overseas for a long time, and to see if I liked it. The answer is yes. I will definitely come back here after graduating."

FUTURE OPPORTUNITIES

During their time at Rakuten, the students were able to work in areas where they had less experience. Khuu recalled that a talent he never took seriously shone through, and changed his future plans. "I have a lot of hobbies in the arts, and I am a very visual person. I denied that part of myself for a long time and I kept it as a hobby. Coming to Japan and settling in to front-end development made me realize that I shouldn't be keeping that as a hobby and it could be much more."

Zhao spoke highly of what she took from the internship, and how the opportunity has helped her gain a deeper understanding of her job opportunities after university. "During the internship we were exposed to a wide variety of tasks. You really got to figure out which ones you like and don't like to do, which I guess is the whole point of having an internship in

the first place — what do I want to do in the future full-time? I think the internship was really good at that."

LESSONS LEARNED

After six months working at Rakuten, the students noticed many things from Rakuten that could be implemented at Canadian businesses. "One thing that would be great in Canadian companies in general is a more team-oriented approach. I find the business approach very individualized in Canada — this could be good for some people, but I think that [a team-based approach] is better for the employees and the company itself. It means more voices can be heard at the same time, and if there is a good idea it can be implemented faster," Akintola noted.

The students collectively agreed that internships are not just valuable experiences for students, they can offer a great deal to companies in both Canada and Japan. "Some companies don't have the habit of taking interns in, but when they get their first one it gives a boost to the whole team — to the whole company, in fact — because someone fresher comes in," Carlier said. Zhao echoed this point, saying, "I think that there is sort of a negative image about interns — that we make all the mistakes and kill the system. Software development is constantly changing, so bringing in that intern makes your team more flexible."

Working at a leading company, and having the opportunity to do so in a different country, is something that will stay with these students forever, and continue to benefit them as they move into their careers.

For more information about how your company can get involved with the CJCIP, contact Julie Walchli at julie.walchli@ubc.ca 🍁



LEGENDS AND FRIENDS

Two rugby stars give their views on Rugby World Cup prospects and mutual respect

By Nina Oiki

When the Rugby World Cup (RWC) 2019 kicks off in September, Canada will play four matches, against Italy, New Zealand, South Africa and Namibia. Meanwhile, Japan will face off against Ireland, Scotland, Russia and Samoa. Two legends who have played pivotal roles on their national teams over the years are Canada's Jamie "Cuddles" Cudmore and Hitoshi Ono, aka the "Iron Man." Both play the same position of lock and are 40 years old.

The 196-cm Cudmore, who grew up in Squamish, British Columbia, is a former member of the Canadian national team and has played professional rugby in France. He retired as a player at the end of the 2016–17 season and has taken on the role of full-time general manager with Provence Rugby.

Ono hails from Fukushima, and in addition to playing for the Japanese national team, competes for up for the Toshiba Brave Lupus and for the Sunwolves in Super Rugby competitions. Despite his age, the 192-cm player lives up to his nickname, maintaining peak performance on the pitch.

The two have played against each other in past RWCs and, more recently, they've become friends. To learn more about their camaraderie and some of the highlights of their careers, *The Canadian* met up with Ono on the rugby pitch and talked to Jamie Cudmore via Skype.

HITOSHI ONO

What do you like most about rugby?

Even if you're not good at kicking or passing, you can contribute to the team. Even if you're not a fast runner or particularly strong, you can still contribute to the team. That is rugby. It doesn't matter whether you're big or small — there is always a suitable position for you and you can take advantage of it. I believe that is why — even though I only started playing rugby as a university student — I was selected as a Japanese national player.

What are the most memorable stories in your career so far?

One is when I was first selected to be on the Japanese national team. That year, there was an international competition called the Super Powers Cup in which Japan, the United States, Russia and Canada played each other — and the final match was in Canada. Our team won the tournament in a match against the Canadian team. Also, at the RWC 2007 in France, the final match we played against Canada was a moment that will always stand out for me. The match was a draw, but it was big news for Japan, as it ended a series of successive losses for us.

Tell us about the tournament in France and how you know Jamie Cudmore.

I knew Jamie from past Japan–Canada matches, but during that tournament in February 2018 we got to know each other very well. We are the same age and play the same position. We were on the same team, and from the beginning Jamie was very friendly and I really appreciated his friendship. We played one match each day and, in total, played six matches during the week. It was also interesting to play rugby in the snow — even top-level players can't play properly in the snow, and no one can run well on the snow, so it was fun to watch! As a player, Jamie is very tough, but as a person he is very kind and helpful. Even though we were able to spend only a week together, he unified our team. He was really a great leader.

What must Japan do to succeed in the RWC 2019?

Until then, the best thing Japan can do is work hard. If we do so together, we can create a





strong feeling of unity and mature as a team. During the RWC 2015, we succeeded as a team by taking that approach. I believe we can do the same again. Making the most of the time we have before the tournament is extremely important.

What do you think of the Canada team?

They are a very hard-working team. While they are not like the [New Zealand national rugby team] All Blacks, which has many world-class superstars, every player puts 100 per cent effort into their game through to the end. All of the Canadian teams that I've seen at previous RWCs have been fighters. Canada has a good chance to do well at the RWC 2019. If they follow the same approach for success that we need to follow — working hard and coming together as a team — they could go far.

JAMIE CUDMORE

What are some of the highlights of your career as a player?

The first high spot is having joined the Canadian national team for my initial RWC. In second place are all of my RWCs playing for Canada, while the third main highlight is winning the Top 14 [in France, with ASM Clermont Auvergne].

Although I am fortunate to have been on some great teams, the biggest highlight for me was when I got my first cap for Canada. To be able to represent my country was a huge honour. It was very, very exciting.

What do you think are Canada's strengths?

Having seen the team play in Marseille, the most exciting things to witness are the speed

of the players, and their defence. Hopefully they can build on those strengths, which are two things you should definitely watch out for in 2019.

What do you think about Japanese rugby?

Japanese rugby is extremely exciting. I've seen how they have worked so hard over the past few years and since the RWC 2015. Of course, when they won against South Africa [in 2015] it was huge news. I think there are lots of similarities between Japanese and Canadian players — they work extremely hard, are very respectful and give everything they can. They've managed to surprise people. They are definitely more successful than we are. They've grown a lot and the majority of the players play professionally, which really helps. When you work hard and you are respectful, when you play in a professional environment, normally the team does very well. If Canada can learn from the way Japan has succeeded like that, I think they will be very, very happy, too.

How do you know Hitoshi Ono?

The Iron Man! I know him very well. We played against each other in Canada–Japan matches at various RWCs, and we've always shown each other great mutual respect on the field. In 2018, I was very fortunate to play in a tournament in the mountains in France, and we played together on the same team in the snow! We had a great week of skiing, eating, drinking and playing rugby. It was a very fun social tournament, and the best part of the tournament was to be able to spend

time with these great players from around the world, including Hitoshi. Normally, you only get to play against each other for 80 minutes in the game and that's it. But we had an entire week, during which we were together throughout each day. I really appreciated him being on my team and being able to spend time with him. What a player! I have a huge amount of respect for him and wish him all the best. I would love to catch up with him at the RWC 2019 in Japan. 🍁



GASTRONAUTS

Canadian YouTube stars talk food, business and passion

By Alec Jordan



PHOTO: P-JAY WYCHE

Simon and Martina Stawski are the duo behind the incredibly successful YouTube channel, *Simon and Martina*. The majority of their videos feature Japanese food and culture, and plenty of the couple's wacky and engaging sense of humour.

The two Ontario natives (Simon is from Pickering, and Martina grew up in Etobicoke) actually got their start in South Korea, where they launched their channel in 2008. They started from very humble origins — making observations on South Korean food, culture and music — and gradually took off to great success. They had sponsorships, they founded their own studio and launched their own café and clothing line. But in the long run, they wanted to make the leap to Japan, and leap they did in January 2016. They're now associated with the online entertainment studio Breaker, have more than one million subscribers and their videos regularly rack up hundreds of thousands of views.

We caught up with Simon and Martina to ask about one of the most impressive

places they've been in Japan, the changing business of YouTube and the possibility of returning to Canada after many years of Internet stardom in Asia.

What is one interesting place you've visited in Japan?

We visited a Parma ham factory in Gifu with an amazing story. Many years ago, the owner of the factory tasted Parma ham for the first time during a company lunch in Tokyo. He quit his job very soon afterwards, and bought a ticket for Italy, in the hopes of learning how to make Parma ham himself.

He spent 11 years there, until he learned the old ways. Then he moved back to Japan — to Gifu, and not to the heart of Gifu either, but to the mountains. Why? Because it had the right humidity and atmospheric pressure for making Parma ham.

We visited his place, where other restaurant owners were going to him and begging him to sell them his ham. He's super selective about whom he sells it to, because there's only so much he can make on his own.

Only two restaurants in Tokyo serve it, last we checked. And we got to hear his

story, and to see the inner workings of his place. We know that, as a place, it isn't really a showstopper, or a place that would be on any tourist map, or even one that might be a good answer for this question, but it's the place that sticks out to us the most, and the story that continues to inspire us. His passion and dedication make us want to be better at what we do.

What have been the most significant changes that you've noticed in the industry?

The biggest change is that people are respecting — or at least understanding — YouTube a lot more. They're not viewing YouTubers as only a bunch of weird freaks with quirky hobbies. There are legitimately talented and influential people using the platform now, with more influence than the celebrities and stars we grew up watching.

However, the legitimacy that YouTube has developed, and continues to develop, brings about a different side effect that we're not too thrilled about. People are often starting their YouTube channels with the hopes of being rich and famous, and they're frustrated when their dreams don't come true.

Back in our day (we're waving imaginary canes as we say this in old folks' voices), we did not make videos because we wanted fame or fortune. We didn't even think that was possible, because we never saw examples of it in other YouTubers' channels. So, we just made videos because they were fun to make, and because we like making videos. But now there are many articles about how rich YouTubers are, the mansions they live in, and everybody now wants a piece of the pie. Sadly, that leads to a different kind of YouTuber than before, one with ulterior motives.

Has it become easier or harder to make a living as a YouTuber, and why?

We think people should be making videos as their main goal. Sharing their message should be their main goal. Making a living is a happy accident. Videos are the product — making a living is the by-product.

In fact, the first two years that we made YouTube videos there was no AdSense [for content creators to place ads] program in South Korea so we made no money at all, but we still had a tremendous time, because we loved making videos. Once AdSense came to Asia, we were surprised to be able to make enough money to quit our jobs and to just focus on our passion for making movies. That was never the goal, though, but we're not complaining now.

So this wasn't a question of easier or harder for us. From one perspective, it's easier to make

We think people should be making videos as their main goal. Sharing their message should be their main goal. Making a living is a happy accident.

videos now than ever before. Cameras have gotten so much better. Editing has become so much easier. Music has become so much more available. From our standpoint, this is the easiest time in history to make a living as a YouTuber. Even just from the numbers alone, there were more people making six- and seven-figure [dollar] salaries in 2018 on YouTube than ever before. The possibilities are there, but is the drive? That's up to new creators to discover.

You've talked about taking your channel somewhere in Canada. Why does the idea appeal to you, what city would you do it in and how far along are you in bringing this idea to reality?

Ten years ago we moved to South Korea, and it was so different — so foreign, so exotic. And we shared our excitement with anyone who wanted to watch. Now, whenever we go back to Canada to visit our families, we're surprised at how much our home towns have changed, and how much Toronto has grown and evolved. And we feel a similar sense of awe in our home country now.

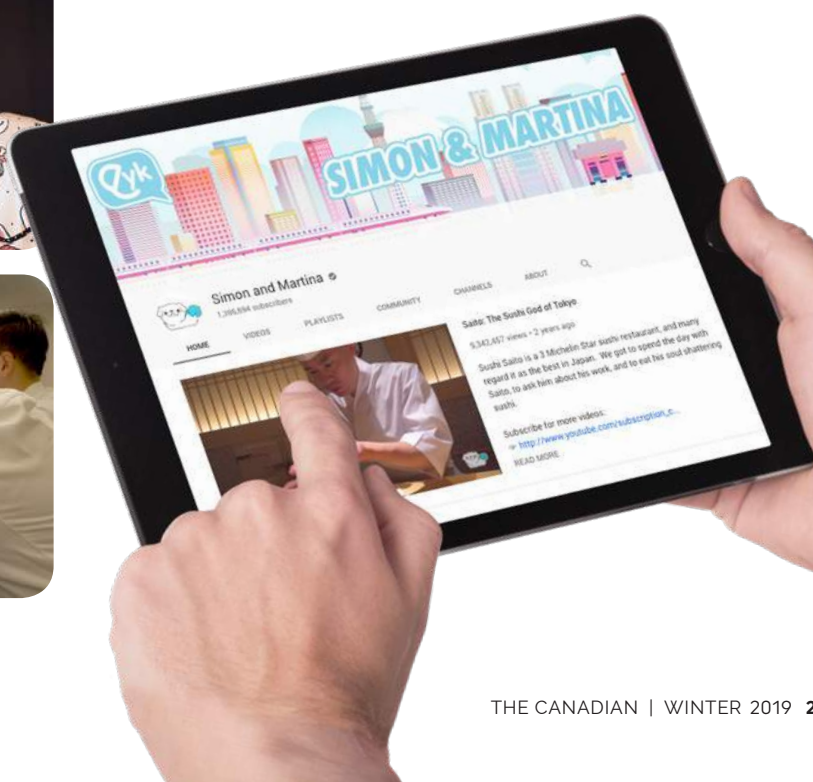
It's not something we could have felt without leaving it for as long as we have.

We didn't appreciate Canada that much when we were living there, because it was just normal for us. Now, we're yearning to explore Canada like never before. We want to share the awe we have for Canada with our viewers.

At the same time, we're very different people now, with a much better understanding of food, travel and video, and we'd love to bring those skills back home, to explore our home country and to let the world know just how cool a place it is.

This is just a new idea for us, though, as we're still fresh to Japan, and there's a heavy map full of places we have yet to explore, a huge army of brilliant chefs with messages we have yet to share and many more flavours we need to learn to understand.

Our excitement for Japan hasn't faded at all, and we're still full steam ahead on making videos here. We want to stay in Japan at least until the Tokyo 2020 Olympic and Paralympic Games. But after that? Who knows. Maybe Canada will take us back, if they'll have us. 🍁





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MASTER OF CEREMONIES

Donovan Gordon reveals the secrets to running a great event

By Alec Jordan

Donovan Gordon, chair of the Canadian Chamber of Commerce in Japan's (CCCJ) Maple Leaf Gala Committee, hails from Toronto and has lived in Japan for five years. As he explains, managing events runs in his family: his father introduced him to the business, giving him his start before he turned 15. So, it was only natural that about two years after moving to Japan, he launched his own company, Elites First, which offers private consulting and courses for luxury outlets, as well as event planning. Last year, the company handled 96 events.

We sat down with Gordon late last year to talk about the secrets that every event planner needs to know and what we can expect for the Maple Leaf Gala in 2019.

What is the secret to planning an event?

Being relaxed and keeping morale up are the most important things, because people can get kind of nervous and stressed out. I remind people about the tasks that I've assigned them and help them stay focused on that. On the day of the event I move around, keep smiling and shaking hands with people. Everything is already done, and each person's job becomes easier on the day of the event, because they don't have to worry about controlling everything.

Why did you decide to join the CCCJ and what do you like most about it?

Well the main thing for me was that I wanted to be part of a community. I think a lot of people join chambers or committees because they want to improve their business or their network. For me it was strictly about making friends and being in a community — people I can depend on and go out with. That was my main reason for joining.

How did you come to be involved with the Maple Leaf Gala?

I attended the Maple Leaf Gala in 2017. I thought it was amazing, I thought it was fun and I thought it was something that the chamber should do more of — big



events that bring people together. After it was finished, I went to a Hackathon and I met our chair from the CCCJ, and I told him what I did. And he said, "You know what? You're going to be the chair for the event." And it was as simple as that!

What are you most proud of regarding the 2018 Maple Leaf Gala?

The thing I'm most proud of is that everyone worked together with perfect cooperation. And the timing was on point. One of the problems you can often notice at events is that timing can be a big problem — speeches can run too long or performances can run too long, or meals come out late. But our timing was perfect. Speeches were on time; the MC was on time — everything from the food to the performances went perfectly.

Can you give us any hints about what to expect from the Maple Leaf Gala in 2019?

There is a lot to look forward to. The 2018 Maple Leaf Gala was big and it was good but 2019 will be on a completely different level. It is going to be bigger, better and more luxurious — I'll give you that!

Is there anything you would like to tell readers of *The Canadian*?

One thing I want to say is that all Canadians and Japanese who support Canadians should come together without judgment or bias to just help each other. Of course, we make mistakes — everyone makes mistakes — but if we work together, we can solve anything and we can do anything. So, I want everyone to come together to make something big — something that is ours — not like other chambers, but completely in our own image. 🍁



PHOTO: LIFE14

A performer entertains guests at the Maple Leaf Gala 2018.

MAPLE LEAF GALA

PHOTOS: LIFE.14

From left: Sylvie Tabet, wife of the ambassador of Canada to Japan; HIH Princess Takamado; Ambassador of Canada to Japan Ian Burney; Québec's Delegate General in Japan Luci Tremblay; Investissement Québec's David Brulotte



Held on November 2, the 39th Maple Leaf Gala was a wonderful opportunity for the Canadian Chamber of Commerce in Japan (CCCJ) community to come together to celebrate a night of great Canadian food and wine, insightful speeches and delightful music and entertainment. The theme of the evening was “Canada-Japan Vision 2020,” in recognition of the CCCJ’s dedication to supporting the 2020 Olympic and Paralympic Games.

Honorary guests at the gala were Her Imperial Highness Princess Takamado of the Japanese Imperial Family and Ambassador of Canada to Japan Ian Burney. As you can see from the photos we present here, the Maple Leaf Gala was a colourful event that showcased the diversity, liveliness and warmth of the CCCJ’s members. 🍁



CCCJ Chairman Neil van Wouw



CCCJ Executive Director Jim Zhang and Investment and Business Committee Chair Aaron Reist



Guests toast the Great White North.





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CCCJ EVENTS

CCCJ University Alumni Mixer

This event provides the opportunity for members and friends of the Canadian Chamber of Commerce in Japan (CCCJ) to meet with alumni from the various active Canadian university alumni associations in Japan. It's a great chance to catch up with old friends — and make new ones — over beers and delicious pub fare.

Date: February 20
Venue: Hobgoblin Roppongi
Time: 19:00–21:00

Hackathon

Meet CCCJ members, get oriented (if you're a new member), find out more about the work CCCJ committees do and help come up with solutions to the organization's challenges at this problem-solving event. Drop by and get involved!

Date: February 26
Venue: CCCJ Office, Shinbashi
Time: 18:00–20:00

Tohoku Internship Project 2019 Celebration

The Tohoku Internship Project, which is now in its eighth year, supports the communities that were affected by the Great East Japan Earthquake and Tsunami of March 11, 2011. Through the program, high school students are invited to Tokyo for one week to intern at member companies while enjoying homestays with volunteer families. The program has welcomed more than 100 students since its foundation. Open to all members, the celebratory event marks the conclusion of the students' internship, and is in honour of them, host families and participating companies.

Date: March 9
Venue: HyLife Pork Table, 2nd Floor, Mansard Daikanyama Building, Sarugakucho, Shibuya
Time: 18:30–21:00

Sake Night

At this exciting event, which is being jointly supported by the American and Swiss chambers of commerce in Japan, guests can sample a wide variety of sakes from brewers around the country. To go along with the sake sampling, a plentiful buffet will be served. This is a perfect opportunity to learn more about the flavours of Japan's national beverage while networking with members of Tokyo's business community.

Date: March 22
Venue: Tokyo American Club

Hackathon

Hackathons are an excellent way to meet CCCJ members, find out more about the work CCCJ committees do and help come up with solutions to the organization's challenges. Come ready to solve problems, get involved and develop a stronger connection to the chamber.

Date: March 26
Venue: CCCJ Office, Shinbashi
Time: 18:00–20:00



At the Autumn Chambering event on November 13

For more details or to book events: cccj.or.jp

The Canadian Chamber of Commerce in Japan welcomes our newest members

SMALL BUSINESS

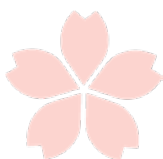


Timothy Langley

Langley Esquire

I dedicate myself to solving intractable corporate and personal issues — legal, political and logistic. During my 40 years in Japan I have attended law school, worked inside the National Diet, worked as general counsel on government affairs for foreign corporations (including Apple Inc., General Motors Company, The Coca-Cola Company, Rolls-Royce Motor Cars Limited, Tokyo English Life Line and Amway) and worked with embassies and individuals such as George H.W. Bush and many others. I am the host of *Tokyo on Fire*, Langley Esquire's YouTube channel, which covers Japanese news and politics.

INDIVIDUALS



Kerry Hosino

Healing through Giving Foundation

I am the founder of the Healing through Giving Foundation (HtGF), a non-profit mental wellness organization for trauma survivors. We offer programs that help restore and nurture our clients' inner strength and confidence. Outside of my non-profit work, I maintain a business management consulting practice that has a special focus on Japan market entry, branding, marketing and sales strategies. I came from Toronto, where I experienced a diverse and inclusive culture that I believe is the basis for open communication, creativity, innovation and prosperity. I have joined the CCCJ to expand my network and find opportunities for collaboration.



Miori Tomisaka, MD, MPH, PhD

Juntendo University School of Medicine

I am an assistant professor of Obstetrics and Gynecology at Juntendo University School of Medicine. I spent my childhood holidays in Vancouver studying English at language school. I studied medicine at Juntendo University, and graduated from Harvard School of Public Health after obtaining a medical degree in Japan.

NON-RESIDENT INDIVIDUAL



Yiyen Chan

The Intern Group

Being raised in Hong Kong, a culturally diverse city, gave me the opportunity to learn about a variety of different business cultures, and I feel that the CCCJ gives me the same opportunity. The company I work for, The Intern Group, is a leading international internship organizer that partners with more than 50 leading universities around the world and sends highly motivated students to take part in internship programs in more than 15 cities, including Toronto and Tokyo. We provide year-round, all-inclusive unpaid internship programs to employers free of charge. Let me know if you want to learn more about our services.

THE PEANUT PREACHER

How a Canadian woman spread Jesus and peanut butter in Japan

By Tim Hornyak

PHOTO: UNITED CHURCH ARCHIVES TORONTO
76.0017/8230: AGNES WINTERMUTE, [CA. 1890?]



Sarah Agnes Wintemute Coates

When I first arrived in Japan in 1999, two things hit me: the sensory overload of Tokyo and homesickness. Yearning for Canadian comfort food, I mounted a fruitless supermarket search for peanut butter. Then I spotted a tall foreigner in the aisles and sidled up.

“Excuse me,” I said, “How does one say ‘peanut butter’ in Japanese?” He looked me up and down, a fresh-off-the-boat *gaijin*, and laughed, saying, “*piinatsu battah!*” Not only did I find a jar of Skippy, the man introduced me to my first apartment in Japan.

Peanuts were also a source of good fortune for a Canadian who had arrived here a century earlier. Sarah Agnes Wintemute was born in 1864 near Port Stanley, Ontario, to a family of United Empire Loyalists (residents of the 13 original U.S. colonies who remained loyal to the king of England and eventually moved north to Canada). After graduating from Alma College with a degree in liberal arts, she was recruited to proselytize in Japan by the Women’s Missionary Society (WMS) of the Methodist Church.

Wintemute arrived in Tokyo in September 1886. She taught English, music and Sunday school at Toyo Eiwa Jogakko, a WMS boarding school for girls. She excelled at her job and, in 1889, was appointed principal of a new WMS school in Kofu.

SPREADING THE WORD

After marrying fellow Canadian Methodist teacher Harper Coates, and then raising six children who were born between 1895 and 1906, Wintemute’s career took a very unexpected turn.

The family settled in the peanut-growing region of Hamamatsu, Shizuoka Prefecture, and she started experimenting with peanuts by adding water to peanut butter to create

a milk substitute for salad dressings, soups, gravy and other foods.

During her 1920 stint as matron at Kobe’s Canadian Academy, Wintemute put peanuts front and center on the menu. Missionary Howard Norman recalled this Peanut Butter Era: “We had peanut butter on the table, peanut butter stew, peanut butter soup — peanut butter in all forms ... it was all very tasty if a bit monotonous.”

Working with one of her husband’s Japanese evangelists, Wintemute established a peanut butter manufacturing company.

NEW MISSION

Wintemute was soon in demand as a nutrition specialist, consulting for the city of Nagoya as well as the Imperial Household Ministry and the Imperial Government Institute for Nutrition. Following her husband’s death, she moved to Tokyo to do research with the institute’s head, Tadasu Saiki.

In 1931, she authored *The Sure Road to Health, or What Can Be Learned From the Nutrition Laboratory*, a book aimed at educating the Japanese public about nutrition. It included recipes such as peanut loaf and eggs tofu soufflé.

Horried by the atrocities of World War I committed by supposedly Christian nations, Wintemute’s interest in missionary work began to evaporate. She found spiritual direction in Theosophy and New Thought, and reinvented herself as a self-styled *nakodo*, or go-between, to bring East and West closer together.

But when Japan began its military expansion in China, Wintemute had to choose sides. She became a vigorous defender of Japan’s policies, sending a steady stream of pro-Japanese letters and pamphlets to friends, family and other missionaries.

After the Japanese attack on Pearl Harbor, Wintemute rebuffed the entreaties of her children overseas and decided to remain in Japan. In the early years of the war, she enjoyed freedom of movement while Japanese friends helped her obtain food and other necessities.

As conditions grew worse, though, she was put under state surveillance and her sources of support dried up.

Through the Red Cross, her children urged her to return to Canada, but Wintemute stayed on. At a temporary hospital on the grounds of Nikolai Cathedral in Tokyo, Sarah Agnes Wintemute Coates died in June 1945 at age 81, apparently of malnutrition. After the war, Canadian missionary Howard Norman scattered her remains in the Pacific Ocean at the International Date Line, a tribute to a woman who sought to unite East and West. 🍁

“We had peanut butter on the table, peanut butter stew, peanut butter soup — peanut butter in all forms ...”

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