

THE CANADIAN

QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN

A portrait of Minister Pierre Fitzgibbon, a middle-aged man with grey hair, smiling. He is wearing a dark pinstripe suit, a white shirt, and a red tie with a small white pattern. A small Canadian flag pin is on his lapel. To his left is a large flag of the Province of Quebec, featuring a blue field with a white circle and a white cross. The background is a soft, out-of-focus pinkish-red.

THE QUÉBEC ADVANTAGE

Minister Pierre Fitzgibbon explains the
province's creative and cultural draws

P17



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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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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.

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NEW GROUND

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



The start of a new decade offers plenty to get you thinking about ways to improve — at work, at home and in the communities you hold closest.

With that in mind, we're starting a new column that will run for the next several issues about how to use technology in ways that can help you on the job. You'll be able to read the first installment on page 11.

FUTURE IN FOCUS

Innovation was at center stage for Québec in December, as Minister of Economy and Innovation Pierre Fitzgibbon visited Japan to promote the province's industries. While in Tokyo, he spoke to more than 100 guests from the city's business community at a luncheon (page 17) and opened *This is Québec* (page 12),

a showcase of the province's impressive achievements in digital creativity.

After attending the inaugural Rio Tinto Aluminium Japan Sustainability Forum (page 22), I came away not only with a better understanding of how this versatile metal is being used in a dazzlingly wide variety of industries, but also its potential to contribute to societies being able to take greater care of their natural resources and manage to reduce their carbon footprints over the decades to come.

There were plenty of fascinating insights to be had about the connections between global commerce and politics that were shared by the participants in a panel discussion held by the Business Council of Canada (page 21).

TASTEMAKERS

In this issue, we also have an opportunity to learn about the progress that Canadian

producers of hemp are making as they explore the Japanese market and face down the stigma that is associated with the crop. This country actually has a long history with hemp, and you can even find it in a spice mix that every Japanese supermarket carries (page 18).

If you spent time in Roppongi Hills towards the end of November and the beginning of December, you might have spotted the Poutinerie by Air Canada, which was serving up plenty of the tasty Canadian dish in quite a few varieties. We've got a few pictures to share of the pop-up shop, and some interesting details — including just how many poutines they sold. Find out more on page 26.

And with that, here's wishing the CCCJ a tremendously successful Maple Leaf Gala, and we'll look forward to seeing you next issue. 🍁

thecanadian.cccj.or.jp



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NEXT STEPS

By Matt Ketchum
Executive Director
The Canadian Chamber of Commerce in Japan



On behalf of the Canadian Chamber of Commerce in Japan (CCCJ), a very happy new decade to you.

Last year was full of hard work and wonderful developments, such as member growth, a wide selection of well run, well attended events as well as the formation of a number of active new committees. That's not to mention a few surprises — including our connection to a community in Tohoku.

AROUND THE CORNER

We came out of 2019 feeling accomplished, invigorated and just a little bit tired. Now, we're back in the office, and there's a special feeling floating around that has us all very excited.

Our 2020 Maple Leaf Gala, to be held at the Embassy of Canada to Japan, is almost on our doorstep. Execution began long ago, and we can't wait to show the audience — sold out, by the way — what we've got in store for them.

We're also gearing up for moving our office on March 4 from our current location in Shinbashi to a Canadian-owned office space in Roppongi called Blink. They also happen to be a new CCCJ sustaining member, and they're just behind another of our members, Grand Hyatt Tokyo.

Happening in the same month is our eighth annual Tohoku Youth Project internship program, which will be the largest ever. We will be bringing 16 students down from Rikuzentakata in Iwate Prefecture to work and stay with CCCJ member organizations and families from March 15 to 21.

Speaking of Iwate (and if you've been reading this column, you might now know just how much I enjoy doing so), the relationships that we forged there just keep growing stronger. As you may have seen in the previous issue of *The Canadian*, in the aftermath of Typhoon 19 — which caused the Canada versus Namibia 2019 Rugby World Cup match in Kamaishi to be cancelled — members of the CCCJ and the Canada national rugby union team worked together to assist in local recovery efforts. Building on this connection, there are a few conversations going on at the moment, one of which is particularly exciting. But it is still nascent so I would be remiss to give any specifics. Just keep an eye out: if we're lucky, we'll have some spectacular announcements for you in the coming months.

CHAMBER IN MOTION

Our Education Committee is moving forward with their new Speed Mentoring program. Our Wellness Committee is forging ahead with yoga classes and training. And our Investment Committee is putting the finishing touches to a new bilateral and bilingual Investment Guide.

There's so much activity and growth going on in our committees, it is sometimes hard

to keep track of it all — but that's a great problem to have.

Our members, too, are seeing a whole lot of action through the chamber. There are talks between Canadian universities and immigration law firms about expediting student visa applications; there are members in the fintech sector speaking with real estate companies about housing and relocation; and there are travel companies exploring opportunities in experiential entertainment. And, of course, there are the Olympics, and so much more.

This is where that special feeling comes from — the gravity of all these pieces coming together and being able to watch them grow. But this isn't just any growth. No, this is something bigger: more grand, diverse and multitudinous. We're experiencing growth in our membership size and diversity, in attendance, in revenue streams and even in our geography. So this isn't just growth, it's more like — at the risk of overstating it — evolution.

Where will this take us over the next months? It's hard to be certain, but so far, so great, and we're looking forward to working with all of our members in taking this momentum and running with it! 🍁

Just keep an eye out: if we're lucky, we'll have some spectacular announcements for you in the coming months.

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PHOTO: CANADA VOLLEYBALL / TWITTER

Canada qualifies for Tokyo 2020 men's volleyball

The Canadian men's volleyball team has secured the last spot in the Tokyo 2020 Olympic and Paralympic Games, with a victory over Puerto Rico, according to a January 13 article in *Daily Hive*. This marks the first time that Canada will compete in consecutive Olympic Games in men's volleyball.

Team Canada coach Glenn Hoag said: "It was exciting for the fans, exciting for the sport and a very emotional win for us. It will be my fourth time [going to the Olympics], third as a coach. It's a great feeling every time; it's a dream come true." Canada will compete in Pool A with Japan, Poland, Italy, Iran and Venezuela.

Hokkaido jockey in Toronto wins award, eyes high stakes

Kazushi Kimura, from Hokkaido Prefecture, received a 2019 Eclipse Award in the Outstanding Apprentice Jockey category, according to a January 24 article in the *Paulick Report*.

A regular at Woodbine racecourse in Toronto, Kimura attended the Japan Racing School in Shiroy, Chiba Prefecture, before moving to Canada. During his first year racing in his new home, Kimura won the 2018 Sovereign Award in the Outstanding Apprentice Jockey category.

Kimura said: "I will try to be a champion rider. I want to try to win the big races, like the Queen's Plate and Woodbine Mile, and I want to have more stakes wins. If I could, I'd like to try and ride in big races in the United States, too."



PHOTO: KAZUSHI KIMURA

B.C. computer firm partners with NEC

TechCrunch reported on December 11 that a new partnership between British Columbia quantum computer company D-Wave Systems and the Japanese multinational NEC had been announced. The partnership will develop "hybrid apps and services" designed to function through a pairing of NEC's high-performance computers with D-Wave's quantum systems.

Alan Baratz, D-Wave's new CEO, said that the company has been doing a great deal of business in Japan, and that this particular deal — a US\$10 million investment — could help to drive advancement in the technology. He added in a statement that "our collaboration with global pioneer NEC is a major milestone in the pursuit of fully commercial quantum applications."

Emperor honours Ontario leader for youth envoy work in Yamagata



PHOTO: RAYMOND BOWE / BARRIETODAY

Dave Morrison, former city alderman for Barrie, Ontario, and chair of the city's international relations committee, has received the Order of the Rising Sun, Gold and Silver Rays.

As reported by *BarrieToday* on January 14, the presentation was made by Takako

Ito, consul-general of Japan in Toronto, on behalf of Japanese Emperor Naruhito. Morrison was honoured for his work on the city's ambassador program, which has exchanged youth delegations with Maruyama in Yamagata Prefecture for 25 years. Morrison said, "There is no more important thing that we can do than to reach out to other communities with our youth and show them the world beyond our borders."

Energy firm floats new ship in Kagawa

On January 20 *Bioenergy Insight* reported that Pinnacle Renewable Energy had announced a new ship charter for trans-Pacific transport of its industrial wood pellets. The M/V *New Pinnacle*, a Handy class vessel of almost 40,000 deadweight-tonnage, was christened and launched at a ceremony held at the Shikoku Dockyard in Takamatsu, Kagawa Prefecture.

Vaughan Bassett, senior vice-president for sales and logistics at Pinnacle, said, "We very much look forward to servicing our Japanese customers with this brand-new Japanese-built vessel." Over the past six months, the British Columbia-based business has signed three contracts with Japanese customers.

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TAKE NOTE

Software that captures inspiration

By Paul Kilbank

Over the next few issues, Paul Kilbank — a Toronto-based tech expert, consultant and frequent visitor to Japan — will be covering the many ways you can harness technology at the workplace to increase your productivity. His first article looks at note-taking software that lets you capture ideas and collect information any time.

Digital note-taking software is certainly a huge step forward from memo pads and sticky notes. It offers new capabilities far beyond word processors and text editors, which still serve as a digital dumping ground for many well-intended note takers.

The dated term “note taking” really understates the value of many advanced tools to collect and organize different forms of multimedia. Plain text notes remain important but our digital world today embraces audio, images and video. And, just like those fleeting thoughts on a long train ride, it is critical that useful information, found on websites, Slack, Facebook, Instagram or Pinterest, can be captured on any device — at that very moment.

TAMING CHAOS

So, what is note-taking software? Perhaps it's best described simply as software that lets you easily collect information and ideas in a single place. For many people this brings welcome relief in our chaotic and overwhelming digital world.

A good place to start searching for the right software is your smartphone's app store, as notes are frequently created on a mobile device. Remember to check that your preferred option is available across whatever platforms you use, be they macOS, Windows, iOS or Android.

You'll also find useful insights in the many product reviews now widely posted on media websites and productivity blogs. Be sure to scan the feature lists though, as emailing, clipping, organizing and sharing vary significantly by software developer.

DIGITAL TOOLKIT

If you lack the time to explore, or are unsure about features, below are a few popular options with Japanese language support. All of them are available free, but heavy users may need to buy an Evernote subscription or extra cloud storage with other software.

Evernote: Respected market leader with powerful features that include a web clipper, as well as email forwarding and scanning capabilities, and custom tags.

Microsoft OneNote: Offers features comparable to Evernote for most users, with a more free-form approach to creating notes.

Apple Notes: Integrates Notes into iOS and macOS for users who are looking for a simple approach with basic searching and sharing ability, folders, image markup and website capture.

Google Keep: Offers a minimalist tool for those Google Drive fans who are looking for more advanced searching, sharing and website clipping capabilities, as well as labels.

And corporate users should remember to check internal policies regarding cloud service use and data security rules.

FIRST STEPS

What's the best approach after activating your note taking software? Consider a few simple projects to explore the application.

Personal hobbies and vacation plans are great candidates and free from the stress of office deadlines. Ideally, these projects will be at different stages. This lets you touch the full range of features before tackling a major project.

Here are a few best practices to consider:

- Use the tool as a sole repository. Don't strand your ideas in email inboxes or hide website links in browser history.
- Make your website entries useful. Include a descriptive title, source URL and a reminder about why you saved the link.
- Set up access on all your devices. Add scanning software so you can easily bring physical documents into the digital world.
- Add document tags. These allow you to quickly search for information and ideas across notebooks and notes.
- Clean up when a project is finished. Decide what notes to keep or throw out, and what new tags could help future searches.

So start capturing those great ideas digitally, whether you're multitasking at the office, riding a late-night train or chatting in a coffee shop. And relax, knowing with confidence that you can use your note-taking software later to review and organize all the project information. 🍁

Whether it's an upcoming family holiday or a company marketing event, note-taking software lets you capture ideas and collect information anytime.

QUÉBEC CREATORS

Tokyo expo showcases digital art and business

By Aaron Baggett



This is Québec (L'Effet Québec, in French) is a series of expos that showcase the work of artists and entrepreneurs from Québec's vibrant digital creation industry to buyers and investors around the world.

It offers opportunities for creative figures to present their talents and innovations, as well as the current state of technology in Québec, to potential business partners. This is Québec is an initiative of the province that is also sponsored by the Digital Experiences Producers Association (Xn Québec), a group of more than 130 studios that was established with a mission of uniting the voices of artists.

The event was held in Shanghai in 2018, and on December 12 and 13, 2019, This is Québec took place in Tokyo, at Hikarie Hall in the Shibuya Hikarie skyscraper.

The event was co-sponsored by MUTEK Japan, an offshoot of a music festival that got its start in Montréal in 2000. The Japanese organization, launched in 2016, puts on festivals that combine art, technology and electronic music.

This is Québec in Tokyo hosted leading professionals and artists from Japan and the second-most populous province in Canada for moderated panel discussions on themes such as the future of entertainment, immersive virtual reality (VR), interactive environments and even the cities of tomorrow.

WALK THE HALL

In addition to attending panel discussions, attendees could walk through an interactive tour that showcased studio projects and artists' works, which utilized sound, light, cameras and VR in thoroughly innovative ways.

One example was Vast Body 22 by Vincent Morisset and Caroline Robert, which uses cameras to connect the physical body with a digital avatar created by using still images of people in a variety of poses. The people's faces and shapes fluidly mask over your own as you move.

Another example was Liminal, by Louis-Philippe Rondeau. This is an interactive installation that uses a camera and ring of light to distort time as guests walk through the ring, capturing and stretching their images just as they were a moment earlier.

Roaming the hall floor was a large, baby-faced puppet figure dressed in gothic attire and controlled by an unseen actor. This was part of Gymnasia, a VR project developed by Felix and Paul Studios and presented at This is Québec in Tokyo by the Montréal-based arts and culture venue, Centre Phi. The project premiered at New York's Tribeca Film Festival last April.

JOINT SPACE

"We are here in Tokyo as part of This is Québec because we're looking for partners or like-



PHOTO: AARON BAGGETT

Posing with Vast Body 22

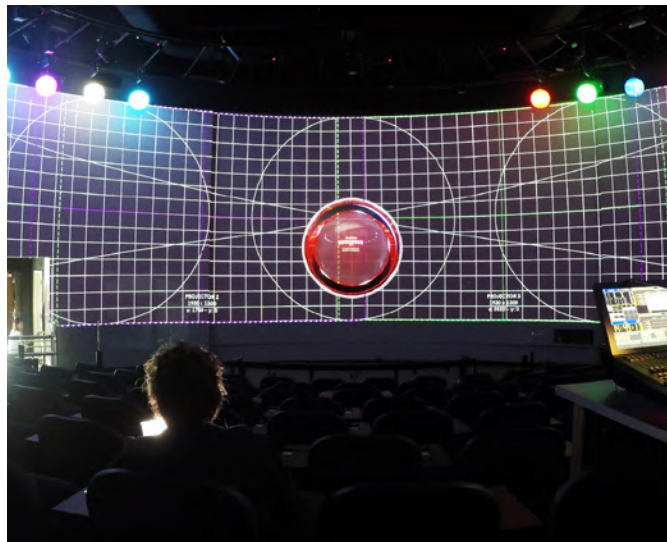
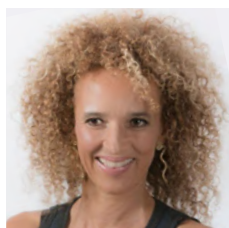


PHOTO: NORMAL STUDIO

Video (far left), model and panoramic screen for Planète Énergie by Normal Studio and Audio Z.



Myriam Achard
Chief of new media
partnerships and
public relations at
Centre Phi

mindful people and organizations that could host the exhibition,” said Myriam Achard, chief of new media partnerships and public relations at Centre Phi.

The experience drops users into the projection of a dilapidated school gymnasium while ghostly shadows and the baby-faced figure roaming the floor move around you. There is no dialogue, only surreal visuals and sounds. “It’s easy to show anywhere in the world because there is no language,” said Achard. “It’s universal and everybody can understand.”

Achard says that there is a strong VR presence in Japan, but it’s still focused on gaming. However, she believes, that can change with the right investors. “[Investors] are very interested to see if there is a way to collaborate between Canada and Japan,” said Achard. “We could maybe gather the expertise and material, and deploy them here in museums or art galleries. Great collaborations take time, but I’m hopeful

we’ll find museums, art galleries or spaces that will be interested in showing this type of exhibition.”

The event was also a chance for the artists themselves to collaborate. Projects on display — such as the digital moving painting *Connections*, produced by MTLight — not only united Japanese and Canadian artists, but also different art styles and technologies.

“The concept is about bringing new connections between different artists,” explained MTLight producer Matthieu Mauss. “The emergence of projection mapping matches with the climax of street art. In my opinion, one will replace the other. But nowadays, instead of replacing one with the other, we can let them influence each other. We just need to connect these artists around common projects.

“For interactive media, the art scene is closely linked [in Tokyo and Montreal]. The first two [universities] in the world to offer an interactive media diploma were the International Academy of Media Arts and



PHOTO: CAMILLA MARTINI

Centre Phi’s Gymnasia

“Québec being culturally at the crossroads between Europe and America, we feel we are a natural fit to bring a fresh cultural perspective to [Japan].”

PHOTOS MERRYL B. PHOTOGRAPHE



A dancer moves along with digital projections as a part of the interactive work *Origins*.

Sciences in Tokyo and Université du Québec à Montréal, a public university in Montreal. So exchanges between our two countries started at a very early time. MUTEK is a great representation of this link between the two scenes."

"I hope," Mauss added, "these kinds of platforms, where bridges between two cultures are celebrated, can grow and become the norm. It's a real richness to be able to learn from the best locally and internationally."

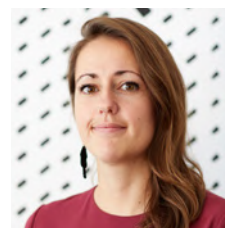
Managing partner at MASSIVart Claire Tousignant told *The Canadian* that her studio was developing a network of galleries, museums and creative agencies in Japan. At This is Québec in Tokyo, MASSIVart worked in partnership with local firms Chromatic Gallery, UltraSuperNew Gallery, FRAMED and MUTEK Japan to produce a digital exhibition of videos by Canadian artist Sabrina Ratté and Japanese artist Yoshi Sodeoka.

"Our network of artists is growing," said Tousignant, "and through this development, we hope to succeed in promoting Canadian artists here in Japan as well as taking Japanese artists to Canada."

DIGITAL DOMAINS

Collaboration and interactive experiences were explored further in a panel discussion titled *Creators Case Studies on Immersive & Interactive Environments*. This was moderated by General Manager Guillaume Therien of Zú (a non-profit set up by Cirque du Soleil founder Guy Laliberté), and welcomed guest speakers Tousignant, Audio Z President Serge Laforest and Normal Studio producer Danielle Tremblay.

At This is Québec, Laforest, together with business developer Martin Rouillard of Audio Z — a firm that focuses on musical composition, sound design and interactive



Claire Tousignant
Managing partner at
MASSIVart

sound — showcased augmented reality and interactive audio installations, including paintings by Québec artist Étienne Côté and photographs by the great underwater cameraman and free diver Alex St. Jean.

"Through computer algorithms, people's analog movements are translated to digital data that can then be used to trigger sounds and music, as well as modify audio parameters such as volume, acoustic environment, equalization and layering," said Laforest. "We wanted to show that it is possible to create an immersive and deep user experience without encumbering them with freedom-limiting hardware."

Laforest is excited about introducing interactive sound and music to Japan and believes it can expand perspectives on art by adding interactive layers. Laforest met his wife in Japan, and his 12-year-old son provided the narration for Audio Z's interactive installation.

"We met several interesting Japanese artists and entrepreneurs that showed interest in our sound approach to audio interactivity," he said. "The potential in Japan for audio augmented reality is huge, given the vast and deep-rooted culture of the country."

Some members of the panel had also worked together on a project back in Québec. *Planète Énergie* is a permanent exhibition located at

PHOTO: AARON BAGGETT



Panel discussion titled *Creators Case Studies on Immersive & Interactive Environments*



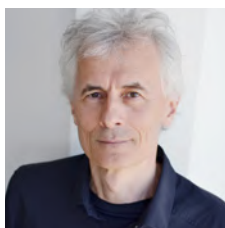
“The concept is about bringing new connections between different artists.”

Shawinigan City’s La Cité de l’Énergie theme park that utilizes immersive lights, sound and projection technology. Audio Z created the music and sound design along with Normal Studio, a developer of multimedia projects.

Normal Studio showcased Planète Énergie at their booth in Tokyo with a scale model. “We concentrate on immersive experiences and interactivity, creating projects that are inspiring and take people out of their daily lives into another magical world,” said Tremblay.

FRESH PERSPECTIVES

Tremblay sees strong potential collaborative ties between Japan and Canada. “[Japanese visitors to our booth] are really interested in what we do. They’re authentic. It’s so much fun just to speak with them and have them discover our work — there seems to be a real openness



Serge Laforest
President at Audio Z



Danielle Tremblay
Studio producer
at Normal

about collaborating with Canadians,” she said. Tremblay also felt that showing at the event afforded her team wider exposure and the potential for international collaboration. “As well as having the immense opportunity to exhibit our work at L’Effet Québec, we also had the pleasure to meet and discover Japanese artists with whom we would like to collaborate and create. It’s the bringing together of the different cultures which makes this so interesting.”

The artistic and technological industries in Québec are particularly rich, and This is Québec in Tokyo offered a chance for Japanese attendees to comprehend this first hand. Laforest said that he felt that Québécois artists, given their particular background, can bring something new to Japanese audiences. “Québec being culturally at the crossroads between Europe and America, we feel we are a natural fit to bring a fresh cultural perspective to [Japan].” 🍁



PHOTO: AARON BAGGETT

Digital exhibition of the work of Sabrina Ratté and Yoshi Sodeoka



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THE QUÉBEC ADVANTAGE

Minister Pierre Fitzgibbon explains the province's creative and cultural draws

By Alec Jordan



The province of Québec is known for being a hub of both technical and artistic innovation. Those qualities were at center stage during a luncheon that featured Québec Minister of Economy and Innovation Pierre Fitzgibbon. The event was held at the Shangri-La Hotel on December 11.

The minister was helping to launch the digital creativity summit This is Québec (page 12) while he was in Tokyo. He also visited Nagoya, Kyoto and Osaka.

STRONG TIES

Fitzgibbon began by acknowledging members of the Canadian business community in Tokyo and Japan investment fund representatives: “Your presence today shows the mutual interest of our Canadian and Japanese business communities in strengthening the commercial ties that have existed for several decades now. Japan is one of Québec’s main pillars in Asia.

“Québec has had a presence in Japan for over 47 years. Our shared values will allow us to continue to strengthen our political ties, increase our economic trade, share our cultures and develop innovation-based collaborations.”

He added that Japan ranks second among Québec’s trade partners in Asia, and seventh among the province’s global trade partners. “The value of Québec’s exports to Japan reached almost C\$1.6 billion last year, which represented 18 per cent of all of Québec’s exports to Asia. Year after year, the agri-food sector accounts for about 40 per cent of Québec’s exports to this market,” he said.

Fitzgibbon also drew attention to the great importance of Québec’s cultural influence on Japan: “The promotion and distribution of Québec’s cultural industries in Japan are on the rise. The strong Japanese interest in our cultural entertainment creations led to the organization of

This is Québec, a creative showcase that promotes what we do best. This unique interactive experience, which I will have the privilege of inaugurating this very evening, includes a series of events that showcase the best of Québec’s digital creativity.”

TECH HUB

Fitzgibbon detailed some of the elements that make up what he called the “Québec advantage,” and provided two examples of how it is being put to use. “We have an academic and scientific environment that makes Québec a hub of creativity and innovation that foster the development of high-technology industrial sectors, such as aerospace, life science, information and communication technologies, artificial intelligence, electric and smart transport and digital entertainment,” he said.

One example of this is Québec’s aerospace sector being recognized by a Japanese company last September. Mitsubishi Aircraft Corporation launched its Spacejet Montréal Center, an R&D institution that Mitsubishi will support with an investment of up to C\$135 million. The center harnesses the province’s pool of skilled talent and acclaimed R&D expertise.

Another example of the province’s technical innovation that Fitzgibbon gave is Québec’s use of natural resources and technological excellence to create advanced lithium ion batteries. Lithium, nickel, graphite and cobalt mined in Québec are used to make the batteries, which can then be used in electric vehicles manufactured in the province. He believes this will allow Québec to develop a circular economy model that would allow the province to position itself as a potential leader in the field of green transportation.

The luncheon, sponsored by Air Canada, was attended by Canadian Chamber of Commerce in Japan (CCCJ) members and other distinguished guests, including ambassadors, Japanese government officials and business leaders. CCCJ Chair Neil van Wouw was emcee for the event, Québec Government Office Executive Officer David Brulotte introduced Fitzgibbon and Kiyo Weiss, director of Sales Asia Pacific for Air Canada, gave the closing remarks.

Fitzgibbon closed by encouraging attendees to “bank on Québec,” particularly when it comes to economic projects like the development of the province’s supply chain: “The ingenuity and knowhow demonstrated by Québec and its businesses are more than ever within your grasp. And our government is more than ready to support you in the organization of your projects and to become a partner in your success.” 🍁

“Our shared values will allow us to continue to strengthen our political ties, increase our economic trade, share our cultures and develop innovation-based collaborations.”

BUDDING MARKET

Canadian hemp makers hope for fertile ground in Japan

By Julian Ryall



The seeds are a nutritionally dense foodstuff and the entire plant can be utilized in numerous ways, from making clothing to cardboard. Yet hemp suffers from what is perhaps best described as an image problem.

Undeterred by a reputation that they claim is unwarranted and government regulation, a number of Canadian firms see Japan as potentially a very lucrative market. They are seeking to raise the profile of a crop that has, ironically, deep roots in Japanese society.

VARIED REACTION

“Generally speaking, the reaction to hemp food products is quite varied,” admits Kendra Meier, vice president of operations for Saskatoon, Saskatchewan-based Hemp Production Services (HPS).

“Some people are very informed and others confuse it with marijuana,” she told *The Canadian*. “This is, of course, an opportunity to talk about why hemp is not marijuana, the nutritional benefits of hemp, the history of hemp in Japan and facts — such as that most Japanese who use the *shichimi* condiment don’t realize they are eating hemp.”

Meier, 32, has attended several Foodex Japan trade shows in recent years, with the intention of communicating the benefits of hemp products to potential Japanese clients and partners.

RAISING A BUSINESS

Meier’s father and uncle started growing hemp on the family farm in 1998 and her father subsequently set up Hemp Genetics International Inc., which is one of the largest pedigree hemp seed companies in North America. The company sells seeds to farmers in Canada and exports them to the United States, Australia, New Zealand and, soon, the European Union.

That was followed up in 2015 with the creation of HPS, which manufactures hemp food ingredients, such as hulled hemp seed, hemp seed oil and hemp protein powders. The company primarily sells bulk hemp ingredients to other food manufacturers, which either package and brand the ingredient under their own labels, or use hemp as an ingredient in other foods, such as protein drinks, bread, pasta and breakfast cereals.

Meier says that what sets the company apart is its vertically integrated supply chain, as well as its strong agricultural background and knowledge of how to grow hemp. HPS employs a team of professional agronomists who work closely with farmers to ensure the best quality hemp grain is produced on the farm. As Meier explained,

“quality starts in the field.” The hemp grain is then processed into a variety of bulk hemp ingredients at a Food Safety System Certification 22001-endorsed plant.

“In North America, there is now a strong and growing market for plant-based foods as opposed to meat- or animal-based foods, and particularly plant-based protein,” she said. “Hemp is a balanced and nutritionally dense food source — so much so that hulled hemp seed was sent to the International Space Station as an ingredient for astronauts’ breakfasts!”

HEMP'S HISTORY

Unfortunately, although HPS is selling hemp products in Japan, the lingering misconception that hemp is identical to marijuana has limited business opportunities. And that is odd, given the crop's long history in the country.

For centuries hemp was a common crop that was used in the sacred ropes that adorn shrines and the ceremonial belts of sumo wrestlers. On a more everyday level, fibres from the stalks of hemp plants were used to produce clothing, as well as in paper and traditional medicine, while the seeds of the plants were used as a spice in cooking.

The ban on cannabis and related products was introduced after World War II, when the primarily American occupation government effectively imposed a new Constitution and laws on Japan that reflected US standards of the day.

The domestic hemp industry has contracted dramatically, from 5,000 hectares under cultivation in the peak year of 1952 to a mere 7.6 hectares of land in 2015. Today, only a handful of individuals still have permission to grow hemp, with 90 per cent of domestic production coming from Tochigi Prefecture.

HURDLES

New regulations that were introduced in 2017 require that a licence to grow hemp must be re-issued each year, while the shortage of labourers in Japan's traditional farming communities means that it is becoming increasingly difficult for hemp farmers to remain in business.

The Ministry of Health, Labour and Welfare oversees the issuing of licences to hemp

growers and the monitoring of imported products to ensure that they comply with local laws. Nevertheless, it is proving hard to shake the stigma that has resulted from the authorities effectively conflating hemp with an illegal narcotic.

Yet there are some small shoots of resistance to the official line. For example, Akie Abe, the wife of Japanese Prime Minister Shinzo Abe, in the past has expressed her support for the domestic hemp farming industry and claimed that she once considered applying for a growing licence.

HPS hopes the signing of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership will reduce barriers, in the same way as has done the signing of the Canada-Korea Free Trade Agreement, which went into force on January 1, 2015. The latter accord has helped sales of hulled hemp to South Korea rise from 5 tonnes a year in 2015 to 1,000 tonnes a year today.

SPROUTING UP

A number of other Canadian hemp firms are also looking at the opportunities that exist in Japan, with British Columbia-based Food4Change seeking a local partner to help break into the market.

“We do not grow our own hemp seed at the farm level, as we are a food processor and do not have our own farm operations,” said Dane Lindberg, director of business development. “We work with long-time growers and seed cleaners across the Canadian Prairies to bring in only the highest-quality hemp seed cleaned to food-grade standards into our facility.” The firm's products include hemp seed oil, hemp protein powder and hemp that has had its husk removed, which is known as hulled hemp or hemp hearts.

“Hemp has really grown in popularity in Canada over recent years, leading the charge in the popularity of hemp as a food,” Lindberg added. “While the majority of our hemp business is in Canada and the United States, we have started to expand overseas and we are now exporting to Australia as well. And we are very interested in expanding into the Japanese market, but we have not yet found the right partner to [allow us to] do so.”



Rice balls made with hemp seed

ON THE HORIZON

Chris Dekker, CEO of the Saskatchewan Trade and Export Partnership, is confident that the outlook is bright for the province's hemp industry in Japan.

“There is a robust hemp industry in [the province] and I think it is on the cusp of major growth for a couple of reasons,” he said. “The first is that attitudes and the regulatory environment surrounding and resulting from those attitudes is starting to change and loosen up. The other factor is that there is a steadily growing understanding of, and knowledge about, the benefits of hemp, which is an incredible superfood.”

There are about 11,000 hectares of hemp crops in Saskatchewan and about 31,500 hectares across Canada, and the number of licensed growers is increasing every year, Dekker said. And producers are seeking new outlets for their ranges.

“All of them are looking for market diversification,” he said. “Their first market is Canada and we sell a lot at home, but we are shipping a lot to the United States now, a lot to Europe and there is a major market emerging in South Korea as well. I think Japan can be a substantive and growing market for hemp.”

And Meier is equally upbeat about the opportunities in Japan. “I think hulled hemp seed could work very well in the Japanese market as it is the perfect complement to rice or a topping for many foods, adding significant nutritional benefits such as omega-3, 6 and 9 oils, which are the healthy oils usually sourced from fish,” she said. “In addition, it is packed full of easily digested protein, vitamins and minerals.

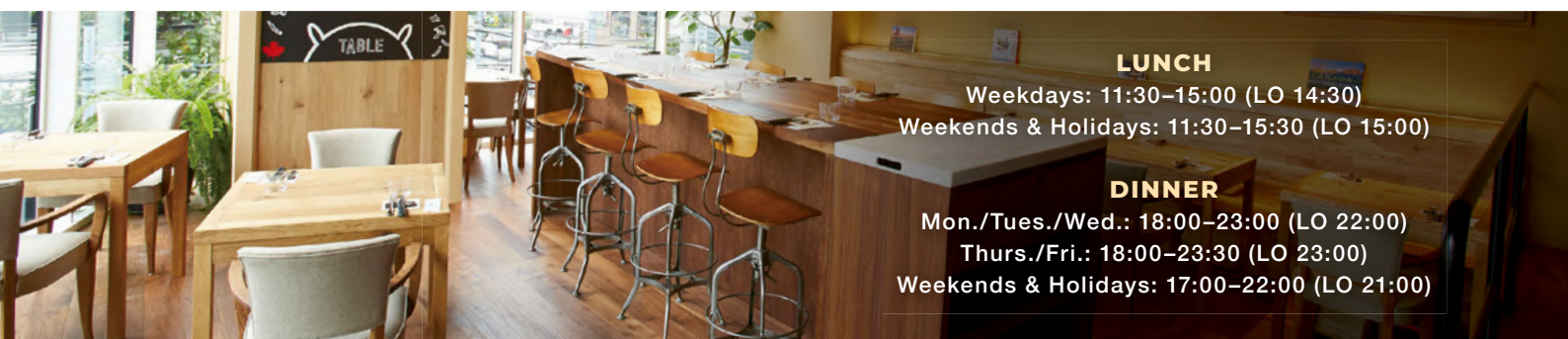
“I think Japan could be a very significant market for Canadian hemp food products,” she added. “Japan is a huge market for Canadian products such as maple syrup and beef — and hemp has the potential to be in the same ballpark.” 🍁

“Japan is a huge market for Canadian products such as maple syrup and beef — and hemp has the potential to be in the same ballpark.”

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POWER PANEL

Public, private sector leaders share views on bilateral business

By Alec Jordan



Dawn Farrell responds to a question from the audience.

On November 19 at Roppongi Hills Club, a luncheon and panel discussion were hosted by the Business Council of Canada (BCC) and the Canadian Chamber of Commerce in Japan (CCCJ).

Founded in 1976, the BCC is a not-for-profit, non-partisan organization representing business leaders in every region and sector of Canada. Its member companies employ some 1.7 million Canadians, contribute the largest share of federal corporate taxes, and are responsible for most of Canada's exports, corporate philanthropy and private-sector investments in research and development.

During the event, a group of Canada's top business leaders spoke about strengthening Japan–Canada relations, taking advantage of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and Canada's role as a reliable and secure supplier of natural resources.

Delivering the opening remarks was Alberta Province's Associate Minister of Natural Gas Dale Nally, who spoke about the strong business links between Japan and Alberta. He also discussed ways in which his home province was making itself even more business friendly by cutting down on regulatory red tape.

Earlier on his trip to Asia, during which he was promoting natural gas from Alberta

and meeting with global stakeholders, Nally had attended the GZERO Summit — a forum for experts in government, industry and media — to discuss ways in which global challenges are influencing local politics. He later went to South Korea.

A panel discussion was held following Nally's remarks at the luncheon. The panellists were:

- Don Lindsay, President and CEO of Teck Resources Limited, Canada's largest diversified mining company, which is headquartered in Vancouver, British Columbia
- Dawn Farrell, president and CEO of TransAlta, the largest provider of clean energy in Canada, based in Calgary, Alberta
- Jeff Zweig, president and CEO of Vancouver-based Mosaic Forest Management, Western Canada's largest private managed-forest land owner

The discussion was moderated by Goldy Hyder, president and CEO of the BCC.

In their opening statements, the three panellists spoke about the responsibility that businesses have when it comes to serving their communities, the importance of working constructively with government agencies, and the deeply positive influence that Canada and Japan could have on the global economy by working as partners.

A common theme during the panel discussion was the CPTPP. Even though not all of the companies represented by their leaders at the event were directly affected by the trade pact, they did recognize the incredible opportunities that it opens up for business between Japan and Canada.

Another point of focus was abiding connections between the two countries, both in terms of business and shared values. One panellist spoke about the strengths of the Japanese banking system, while another addressed the remarkable loyalty that they have seen when collaborating with long-term Japanese clients and customers.

Representing companies from both the provinces of Alberta and British Columbia, the panellists emphasized the need to work together to foster a positive business climate. They also discussed the importance of working hand-in-hand with provincial governments, and the mindset involved in negotiating political change while keeping a business running smoothly.

Following the panel discussion, the participants took questions from the attendees. They asked about matters ranging from some of the specifics of how the business leaders' companies work together with Japan, to the finer points of blending politics and business.

The afternoon provided an excellent opportunity for those in the audience to gain a deeper understanding of Canada–Japan business ties and the ways in which industry and government can work hand in hand for their mutual benefit. 🍁

A common theme during the panel discussion was the CPTPP.

BEST METAL

Expert forum looks at four Rs for aluminum

By Alec Jordan

PHOTO: RIO TINTO

A worker at Rio Tinto's aluminum smelting facility in Kitimat, British Columbia

Aluminum is a highly versatile material. It can be used for everything from automobile bodies to lining in milk cartons. One of its other significant benefits is that it is highly recyclable — about 73 per cent of the aluminum that has ever been produced is still in use in some form.

But how can aluminum producers and businesses that use it in their products work together to contribute to a world where the non-magnetic, ductile metal plays a major role in sustainability? These questions and others were tackled on December 9, at the Rio Tinto Aluminium Japan Sustainability Forum inaugural meeting, which was held at Fukuracia Marunouchi Oazo in the Marunouchi Kitaguchi Building.

Speaking at the event was an impressive line-up, which comprised:

- Tolga Egrilmez, vice president of Sales & Marketing at Rio Tinto
- Yutaka Matsuzawa, deputy director-general of Environmental Regeneration and Material Cycles Bureau in the Ministry of the Environment
- Fiona Solomon, CEO of the Aluminium Stewardship Initiative (ASI)
- Nick Madden, senior vice president and chief procurement officer at Novelis, Inc.
- Mark White, innovation director and automotive industry consultant at DSW Automotive
- Michiya Kanai, circular economy manager at Nihon Tetra Pak K.K.
- Alexander Leutwiler, procurement group manager at Nestlé Nespresso S.A.

The timing of the event was particularly apt. Just the week before, Apple Inc. had announced that it had taken delivery of its first batch of aluminum that had been made using a carbon-free process. The aluminum had been sourced through Elysis, a Montréal-based joint venture between Rio Tinto Group and Alcoa Corp.

ECO IMPACT

Egrilmez began by discussing the need for sustainability across industries: “A sustainable future is no longer something that is nice to have. It is an absolute must have.”

He also remarked on the need for collaboration to tackle the question of sustainability in the aluminum value chain: “There is no one formula to solve this issue. We have to work together as an industry along the value chain for the success of aluminum. We will each, in our own space, certainly continue to work to come up with answers, but we must come together as an industry to solve our challenges.”

But he believes that endeavours such as Elysis have great potential to change the environmental impact of aluminum production.

“To put it in the context of Canada alone, once we start to use Elysis’s technology, it has the potential to reduce greenhouse gas emissions by seven million tonnes [per year industry-wide] — the equivalent of effectively removing 1.8 million cars from the Earth,” he said.



The speakers responded to questions after their opening remarks.

One of his strongest points was that companies such as Rio Tinto need to consider the interests of end users: “We need to think about our customers’ customers, who want to know where and how their products are made, and what impact they have on the environment.”

FOUR Rs

Matsuzawa called for businesses to take the traditional three “Rs” — reduce, reuse and recycle — and add one more “R”: renewable. He also addressed the need for more businesses to move out of a linear value chain and toward a circular one when it comes to materials.

He said that he saw great potential in multi-stakeholder groups and organizations to improve industry-wide sustainability. Matsuzawa brought up the example of the RE100 — a group of companies that are collectively committed to sourcing 100 per cent renewable electricity by no later than 2050 — and said that similar efforts were under way by organizations such as ASI.

He added that one way the Japanese government was addressing the subject of sustainability was through the Green Value Chain Platform, a joint guideline issued by the Ministry of Economy, Trade and Industry and the Ministry of the Environment. It seeks to cut down on the production of greenhouse gases in an industrial context.

Solomon provided background about ASI and its role, explaining that “ASI’s vision as an organization is to maximize the contribution of aluminum to a sustainable society.” She added that ASI’s execution of this vision is through its certification program, which “aims to recognize and to collaboratively foster responsible production, responsible sourcing and stewardship of aluminum as a metal.”

ASI covers the whole aluminum value chain — everything from primary production phases, such as bauxite mining and aluminum smelting, to downstream manufacturing processes and aluminum’s use in areas such as manufacturing, infrastructure and packaging.

There are 111 ASI members spread around the world, and companies in 19 nations have been certified through ASI. Given the number of different stakeholders that make up ASI, Solomon emphasized that this diversity helps to make certification a process that balances sustainability concerns with pragmatism and commercial viability.

DRIVING FORCE

Two participants with close connections to the automotive industry spoke about the role that aluminum plays at their respective companies. Novelis, as Madden explained, is the world’s leading producer of flat-rolled aluminum and the world’s largest recycler of aluminum. Supplying three million tonnes of flat-rolled product shipments yearly, they are the only producer of flat-rolled aluminum that can supply all the major automotive regions locally in four different continents.

Madden said one area in which Novelis has been supporting aluminum-based innovations in vehicle design and engineering is at its customer-solution centers in North America, Europe and Asia. These facilities are led by teams of researchers, designers and engineers, and are located close to automakers’ manufacturing facilities. He said this allows Novelis “to determine how to maximize lightweight, high-strength aluminum to design the best solutions for specific applications at the right cost in order to compete more effectively against steel and other materials.”

At Jaguar Land Rover, meanwhile — where White had a long career and worked on the design of more than 30 car bodies — more than half of those vehicles were aluminum intensive. He said that in the mid 1980s, “there was also a push by the aluminum companies to encourage [original equipment manufacturers] to use aluminum in place of steel to save weight. The real lightweight focus started in earnest in the 1990s, and production volume really did not happen until the 21st century.”

As White explained, one example of the benefits of developing aluminum-intensive vehicles is the Range Rover, which saw a weight decrease of 420 kilograms by switching from steel-intensive to aluminum-intensive manufacturing. This weight reduction allowed Jaguar Land Rover to make other changes, such as being able to decrease engine or fuel tank size, while not compromising range.

AIM HIGH

Kanai said that Tetra Pak, which in 2018 sold 189 billion units in 170 countries, is aiming for 100 per cent recyclable materials. Although most of the material that goes into a Tetra Pak is paper, there is aluminum foil in the packaging. He explained that the company has a strong commitment to the United Nations’ Sustainable



PHOTO: RIO TINTO

Elysis’s carbon-free aluminum

Development Goals. This is not just from the perspective of being ecologically conscious; it also takes human rights into account, both in terms of how raw materials are being sourced and how communities around the world are being influenced by environmental change.

Tetra Pak is a founding member of ASI, and Kanai explained how, considering the scale on which it orders aluminum, it can encourage its suppliers also to be ASI members. Currently, nine out of 10 of Tetra Pak’s aluminum suppliers are members, and the company has a long-term goal of sourcing all of its aluminum from ASI member producers.

Nespresso signed a memorandum of understanding in 2018 with Rio Tinto to produce capsules for portion coffee made with 100 per cent sustainable aluminum by this year. Leutwiler pointed out that his company is more clearly in the public eye when it comes to sustainability, because the life cycle of their coffee capsules is shorter. “We are on the front lines of consumers’ finger pointing. And so we have to face that, but I think my message for today is that we should face that as a group, as a team and as an industry, not thinking in silos.”

He said that the process of encouraging recyclability and insisting on ASI-certified partners isn’t easy, but it’s important “to show the industry that it’s feasible.” Leutwiler said that it was equally important to communicate Nespresso’s goals and achievements to consumers, and to encourage them to take part in recycling, which it does using everything from celebrity endorsers such as George Clooney to active social media campaigns.

Following the individual remarks from the speakers, there was a spirited round table discussion that fielded questions from attendees. In all, the forum was an enlightening and inspiring look into the state of sustainable aluminum around the world and in a variety of industries. 🍁

“A sustainable future is no longer something that is nice to have. It is an absolute must have.”



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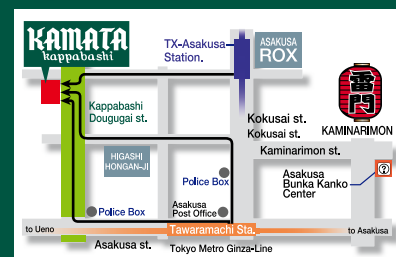
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S.W. ONTARIO NETWORK NIGHT

By Alec Jordan

The Southwestern Ontario Marketing Alliance (SOMA) represents an area known as Canada's Industrial Heartland: four counties and seven municipalities that lie in the southwest of Toronto.

The region is a strong industrial power, with key activity spread across five key sectors: automotive, advanced manufacturing, composites, food processing and green technology. It also has strong ties to Japan — companies linked to the country are significant employers in the region.

In late November and early December, a SOMA delegation went to Taiwan and came to Japan. Members of the SOMA delegation included Ted Comiskey, mayor of Ingersoll (photo 1, right); Curtis Tighe, economic development officer for Ingersoll; Trevor Birtch, mayor of Woodstock (photo 2, left); Len Magyar, president of SOMA and economic development officer of Woodstock (photo 2, right); Sean Dyke, SOMA director; and Gary Clark, councillor of St. Thomas. While in Japan, they visited Tokyo, Osaka and Nagoya. On the evening of December 3, they met with members of the Canadian Chamber of Commerce in Japan community at the HyLife Pork Table restaurant in Daikanyama, Tokyo.

The evening was a great opportunity for members of both organizations to share experiences and learn from one another in an informal setting. During his opening remarks, Comiskey spoke about his positive experience working with Japanese businesses: "Certainly the folks here in Japan as we have travelled — I've been here five times now — have been so helpful and so gracious. They've made us feel at home and allowed us to work closely together."

Welcoming the guests together in a toast, he called on the attendees to maintain the close ties that were being made that night: "Camaraderie and friendship are two of the best gifts we could ever give each other: responsibility to look after each other. And in this season, and in all the holidays that Japan celebrates this time of year, please take care." 🍁



POUTINERIE BY AIR CANADA

Flagship carrier sends a culinary favourite winging its way through Tokyo

By Alec Jordan

Photos by Air Canada and Custom Media

It may not be *haute cuisine*, but if there's one kind of food that is really loved in Canada, it's poutine. The combination of french fries topped with gravy and cheese curds got its start in Québec, but it has grown to be a nationwide hit.

However — barring a few exceptions — it's not easy to find in Tokyo. But last year, for little over a week, that changed, and Tokyoites had the opportunity to try the dish for themselves.

Poutinerie by Air Canada is a pop-up shop that has been set up in a few cities around the world, such as Washington, DC, London and Boston. But it hadn't been tried in an Asian city until the dish came to Tokyo. The pop-up shop took over the Hills Café space at Roppongi Hills from November 29 to December 7.

On offer at the Poutinerie were 10 varieties of the tasty food, each named for a city that Air Canada serves. The snacks offered ranged from Québec City, the classic recipe, to Lima, which is made with wedge-cut potatoes, shrimp *ceviche* and lemon mayonnaise.

In one section of the space, there were three large booths where people could take pictures for posting on social media: Yellowknife, named after the Northwest Territories city, with a suitably wintry backdrop and warm hats to wear; Las Vegas, done up like a casino; and Havana, featuring a sofa that looked like the back of the classic American

cars that you see in Cuba, as well as a guitar and straw hat to be used as props. Another corner had a virtual reality setup that allowed guests to experience what it would be like to fly in business class on Air Canada.

As Kiyo Weiss, director of Sales Asia Pacific at Air Canada explained, the idea to have the Poutinerie in Tokyo first arose in January 2019, and the final decision was made last summer. As the company has run the pop-up shops a number of times, the execution was quite smooth.

"The biggest challenge was to have the caterer understand what real poutine is," Weiss explained. "We held multiple tasting sessions and image reviewing sessions before we were finally satisfied with the dishes."

Of course, the purpose of the Poutinerie wasn't just to broaden Tokyoite's culinary horizons, but also to build brand awareness. Every day, air tickets were given away to visitors who posted and tagged photos of the Poutinerie, and the catchy names of the poutine varieties helped to reinforce Air Canada's global reach in visitors' minds.

In all regards, Weiss said that the event was a smashing success: 5,246 people visited the Poutinerie and 7,118 boxes of poutine were served. A total of 1,064 people posted pictures on Instagram and Twitter, and those postings generated 8,474 likes. The pop-up shop was covered 94 times in the press; had payment been made for the coverage, it would have cost ¥55.3 million.

Given the good results, there's a strong possibility that the Poutinerie will make another stop in town. Now that's a thought to savour. 🍁





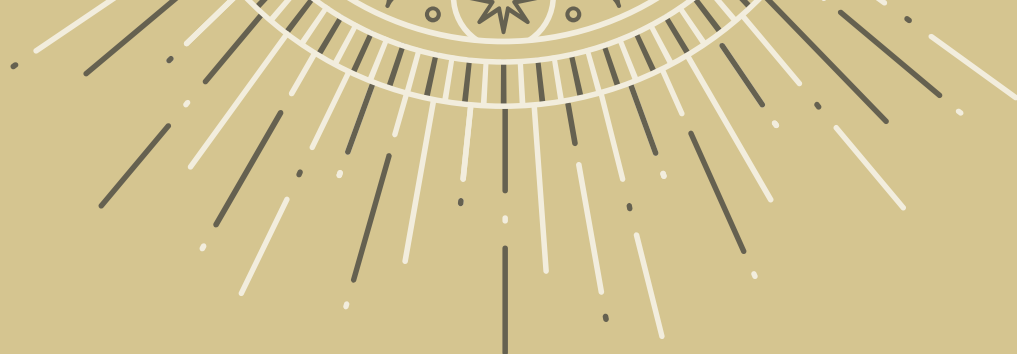


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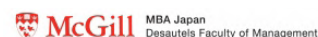
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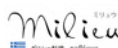


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Connect with other professionals in the Canada-Japan business community, reap the rewards of collaboration and have a great time doing it!



Business News

We have a quarterly publication, *The Canadian*, and a weekly Canada-Japan Newsletter that provide you with bilateral business updates and a list of great upcoming events!



Our Committees

Are you interested in having a hands-on role in developing the Canada-Japan business community? Our committees achieve positive outcomes across industries, and are just waiting for you to sign up.



Associate Membership

The **CCCJ** excitedly encourages young professionals interested in the Canada-Japan business community to explore our **Associate Membership** offering. For just ¥5,000 you will get access to the Chamber's many resources, including CCCJ events and *The Canadian*.

What Our Members Say

"The atmosphere of the CCCJ makes me feel at home, and members are **warm and friendly**. Attending CCCJ events gave me the opportunity to not only meet **business contacts** but also **lifelong friends**. I'm confident that joining the CCCJ will widen your views."

—Yuko Sudoh, member since 2011



Visit CCCJ.OR.JP for more info!

Tel: +81 (0)3 6811-2391
E-mail: info@cccj.or.jp

CCCJ EVENTS

February Hackathon

Hackathons are the perfect opportunity to meet fellow members, learn about the work that CCCJ committees do and come up with creative solutions to the organization's challenges. Drop by and get involved!

Date: February 12

Time: 19:30–20:30

Venue: Alberta Japan Office

Price: Free

Maple Leaf Gala

Prepare for a night to remember at the CCCJ's signature event. Enjoy an intimate affair in Tokyo, featuring a sumptuous, multi-course dinner, an impressive assortment of wines, performances, music, dancing, auctions and plenty more.

Date: February 21

Time: 18:30–23:00

Venue: Embassy of Canada to Japan in Tokyo

Price: ¥37,000–¥80,000

SORRY, SOLD OUT!

March Hackathon

Come check out the new CCCJ office and find out more about what makes the organization tick! We're always looking for fresh perspectives on how we can improve the chamber and make it even more inclusive, and hackathons are your chance to take part.

Date: March 11

Time: 19:30–20:30

Venue: Blink Roppongi, 4F

Price: Free

Tohoku Youth Project Dinner

The Tohoku Youth Project is an internship program for students. This year — the program's ninth — 15 students from Takata Senior High School in Rikuzentakata, Iwate Prefecture, will come to Tokyo for a week to intern at chamber member companies while staying at the homes of volunteer families. At this celebratory dinner, the students talk about what they have learned and experienced, both at the companies and during their homestays. It's a meaningful night and a great way to celebrate a program that has brought more than 100 students to Tokyo since its foundation.

Date: March 19

Time: 18:00–21:00

Venue: HyLife Pork Table

Price: Contact the CCCJ Office

April Hackathon

Ready to put on your problem-solving cap? Come to a hackathon to help the CCCJ work through some of its challenges and meet fellow members at the same time. Whether you're a new member or an old hand, you're more than welcome.

Date: April 8

Time: 19:30–20:30

Venue: Blink Roppongi, 4F

Price: Free



A prize winner at the Joint Chamber Bonenkai on December 11

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

The Canadian Chamber of Commerce in Japan welcomes our newest members

SMALL BUSINESS



Dwayne Grech

Hello xLAB

I am the founder and experience design director of an agency that utilizes meaningful and thoughtful design to better connect people, places and things, agnostic of technology. I joined the CCCJ to build significant relationships with people from Japan and Canada, while contributing fresh and diverse ideas to the Japanese market and creative scene. I look forward to connecting with you all in the future!

ASSOCIATE



Allan Nichols

Global Canadian Business Forum

I created The Canadian Expat and the Global Canadian Business Forum after having lived outside of Canada for 10 years, representing Canadian products. Upon returning to Canada, I realized no one was representing expats back home. My goal is to see the greater Canadian expat community recognized for what they contribute back to Canada.

INDIVIDUAL



Justin Conley

The Carter Group

Originally from Toronto, I have been living in Tokyo for the past three years. My interest in the CCCJ stems both from my desire to stay connected with my Canadian roots and to meet and hear from others who have found business opportunities in Japan.

NON-KANTO INDIVIDUAL

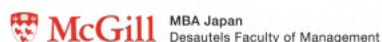


Norm Berberich

Takeda Canada

My background is in communications, public relations, government relations and advocacy. I currently work for a global Japanese healthcare company as national director of external affairs and innovation partnerships in Canada. I joined the CCCJ because I support its goal of bringing Japanese and Canadian companies together for their mutual benefit. Also, my wife is Japanese, and we are planning a move to Japan in the future. The CCCJ is a great forum for networking.

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Brookfield Asset Management

British Columbia Trade and Investment
Office - Japan

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THE SECRET SETTLEMENT

A discovery in the B.C. woods sheds light on the history of Japanese-Canadians

By Tim Hornyak

In a previous column, I wrote about Manzo Nagano, the first Japanese to immigrate to Canada. He began fishing for salmon on the Fraser River after arriving in New Westminster in 1877, and was a pioneer for many Japanese who settled in British Columbia and worked the land, rivers and sea. But over a century later, new discoveries in the province show that the history of that community is still being pieced together.

For more than 10 years, archaeology teams from Capilano University in Vancouver have been excavating a long-forgotten settlement. Dubbed the Nikkei camp — the term Nikkei referring to people of Japanese ancestry who live abroad — the site, some 20 kilometres northeast of the city, is in the forest along the Seymour River, which drains into Burrard Inlet, and is an area that sees plenty of rain and bears.

Judging by the artifacts and ruins uncovered there, the researchers believe it was a Japanese community. Eikichi Kagetsu, a Nikkei logging entrepreneur, may have established the camp around 1920. After all the trees had been harvested around 1924, Kagetsu moved his business to Vancouver Island. However, the settlement may have been inhabited for decades after that, possibly as a refuge for Japanese who were ostracized at the time. Then, its inhabitants disappeared.

SINGULAR DISCOVERY

About 1,000 artifacts have been dug up, including teapots, buttons, medicine bottles, sake and beer bottles from Japan as well as hundreds of fragments of Japanese ceramics. While none of the artifacts can be reliably dated to after 1920, some are very suggestive: a rusted shawl pin is evidence of women being at the camp, occupation in winter and perhaps year-round habitation.

The researchers have also found the locations of 14 small dwellings, as well as a bathhouse,

Muckle believes the inhabitants of the Nikkei camp abandoned it in a hurry.

a reservoir and what was possibly a Shinto shrine. The settlement was probably a logging camp for 40 to 50 people, one of several lost communities in the Lower Seymour Conservation Reserve. Unlike others, however, this site was Japanese and became a village.

"It is significant for multiple reasons," says Robert Muckle, an anthropology instructor at Capilano University who has led the excavations. "It is the only Japanese logging camp [that has been] excavated. Relatively little is known about Nikkei logging operations in Canada, compared — for example — to [them] working in lumber mills, and the fishing and agricultural industries. It may have continued to have been occupied after its initial use as a logging camp to escape racism and it provides material evidence of preparations for incarceration: for example, hiding artifacts and leaving much of their material culture behind."

Incarceration refers to the fact that, from early 1942 — following Japan's attack on Pearl Harbor and Hong Kong, where Canadian troops were stationed — people of Japanese

descent in British Columbia were targeted as potential enemies. They had already faced decades of institutionalized racism, and after hostilities ignited, they were stripped of their possessions and interned for the remainder of World War II. Those who resisted were sent to prisoner of war camps, but most were interned in ghost towns in the country's interior.

Muckle believes the inhabitants of the Nikkei camp abandoned it in a hurry. They left behind valuable objects that could have been resold or used, such as skid road planks that were used to reinforce logging roads, work boots, cooking stoves, a pocket watch and even an Eastman Kodak Bulls-Eye camera.

"It is unusual for so many personal items in good condition to be left behind when abandoning a site, but makes sense if leaving for forced relocation or internment," says Muckle. While there are no records proving people lived there until the internment began, there may be artifacts from that period that still lie buried there. Future digs could bring them to light.

HISTORICAL LEGACY

Muckle is preparing to give camp artifacts to the Nikkei National Museum as well as the North Vancouver Museum and Archives. He's working on a book that will be published by the University of Toronto Press. Meanwhile, the findings have been featured in international media; *Smithsonian* magazine ranked it as the top archaeology story of 2019. For Muckle, it's a long-term passion project that is even getting official recognition.

"A few years ago, I nominated the site to be placed on the British Columbia Register of Historic Places, and was very glad to have had it accepted," he says. 🍁

PHOTO: ROBERT MUCKLE



Pottery found at the Nikkei camp excavation

MANSION GLOBAL

JAPAN

FEATURED PROPERTIES



TOKYO TWIN PARKS RIGHT WING PENTHOUSE 47F

This unique penthouse apartment located in a luxurious tower in the heart of Tokyo, five minutes from Ginza and a two-minute walk to Shiodome Station, is a beautiful property that is an ideal place for entertaining guests.



KYU-KARUIZAWA CLUB BRAND-NEW VILLA

This three-bedroom villa is surrounded by nature. You will be struck by the living room's beautifully designed wooden walls and high ceilings, which contrast with the deep green that you can see from its windows.

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