

THE CANADIAN

QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN



The pair behind gugu sleep look to wake up the mattress industry





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CONTENTS

VOLUME 21 | ISSUE 01

WINTER 2021



16

5 EDITOR

Time of Change
ALEC JORDAN

7 CHAMBER VIEW

Paying Respects
NEIL VAN WOUW

9 CANADA–JAPAN NEWS

10 REMEMBERING WILF WAKELY

Thoughts on a life dedicated
to Canada–Japan relations

16 HIGH FLYERS

Montréal and Nagoya sign
pivotal aerospace partnership
JULIAN RYALL

19 BILATERAL BUSINESS

Three chambers hold webinar on
boosting Canada–Japan trade ties
MEGAN CASSON

22 DREAM TEAM

The pair behind gugu sleep look
to wake up the mattress industry
ALEC JORDAN

26 POWER OF CLEAN ENERGY

Strong bilateral ties, innovation
and diversity key for booming sector
ALEC JORDAN

30 HARDWOOD HERO

Yuta Watanabe brings his *ganbaru*
spirit to the Toronto Raptors
TERUKAZU IKEDA

34 NEW CCCJ MEMBERS

COVER PHOTO: LIFE.14



9

PHOTO: TAKEDA CANADA, INC.



19



30

PHOTO: TWITTER.COM/RAPTORSINFOJPN



www.cccj.or.jp

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.

BLINK

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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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TIME OF CHANGE

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



I hope that our first issue of 2021 finds you well, and ready to enjoy the warmer weather that's just around the corner.

As you'll see, we've been able to include a tribute to one of the great members of the Canadian Chamber of Commerce in Japan (CCCJ) community, Wilf Wakely (page 10). I remember being blown away by Wilf's charisma and charm when he delivered some impromptu remarks in English — and incredible Japanese — at the 2018 Maple Leaf Gala. But it was through reading the many remembrances that were shared with us that I came to understand just how much he did during his exciting life to further Canada-Japan ties.

BILATERAL BUSINESS

One example of this is our coverage of the webinar that brought together the CCCJ, the

Japan Chamber of Commerce and Industry and the Ottawa-based Canadian Chamber of Commerce (page 19), putting a spotlight on the ways in which Canadian and Japanese businesses can make the most of trade agreements and shared values to benefit their respective economies. Even with the challenges brought about through Covid-19, it is meetings of the minds such as these that can further progress.

And the agreement signed late last year between Aéro Montréal, Québec's aerospace cluster, and the Aichi-Nagoya Aerospace Consortium (page 16) is another example of how organizations on both sides of the Pacific are harnessing their significant expertise to create collaborations that will bring about new products and solutions.

REST AND PLAY

During my conversation with the duo behind the start-up mattress firm gugu sleep (page 22), I learned how they have brought their unique

backgrounds to addressing an issue that's important for all of us, in our busy lives: getting enough rest. And they've also added a Canadian element to the company's DNA — Ken Gold is from Toronto and is a McGill MBA Japan Program graduate, and Patrick Morris is a proud member of the Tokyo Canadians hockey team, which we featured in our last issue.

And staying on the topic of sports, I grew up playing basketball, and through working on *The Canadian*, I've become a fan of Toronto Raptors — even though they had to go through my hometown Warriors to win a championship. So I was happy that we could include the article on Yuta Watanabe (page 30), who is helping to fire up Japanese basketball fans and drawing kudos within the NBA for his hard work and dedication to the details. His *ganbaru* spirit is something we can all learn from.

As always, thank you very much for your continued readership. Stay safe, take care and we'll see you in the spring. 🍁

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PAYING RESPECTS

By Neil van Wouw

Chair

Canadian Chamber of Commerce in Japan

We were just putting this issue together when we heard, on February 2, that Wilf Wakely had passed away that morning. We immediately set to work figuring out how to include a portion of the memories and tributes that soon started to flood in.

In our rush to include memories of Wilf in the short time before we went to print, we have only been able to gather a small sample of tributes (page 10), but I hope that will give you a glimpse of the massive contribution Wilf made to the chamber and to so many facets of the Canada–Japan relationship. By the time you read this, there will be more tributes available on the CCCJ website and in the digital version of *The Canadian*.

CHAMBER CONNECTIONS

My own relationship with Wilf started shortly after the Great East Japan Earthquake and Tsunami of March 11, 2011. Wilf had just become chair of the chamber and I was trying to get more support for my recently launched, Tohoku-focused NPO, Ganbatte 365. I was very pleased that my sharply worded email had immediately got the attention of the chair.

What I hadn't realized until later was that Wilf had smelled a bit of passion in my email, and was ready to harvest it for the chamber. Before I knew it, I was involved in launching a CSR committee, along with filling various roles in sundry events, projects and initiatives about which Wilf got us all fired up. That then became the slippery slope into my roles as governor, vice-chair and then chair of the chamber.

There is no space here to go into the details of that wild ride, but suffice it to say that the chamber was rejuvenated during Wilf's tenure as chair, and the groundwork we laid under his leadership is still playing out now in the most wonderful ways. We have what I believe is the most diverse board the chamber has ever had, and an increasingly engaged and active membership.

EVER ENGAGED

Wilf was adamant that the chamber be truly democratic to properly reflect the will of its membership. He was always looking for ways to raise the profile of the chamber, jump in and make a meaningful difference on important Canada–Japan issues and get more members engaged to ensure a sustainable future for the chamber. This mission continues today.

His network in both Canada and Japan was nothing short of amazing. Time and again we did events, projects and more, collaborating with people that Wilf knew. We only realized later that most of these people had decades of shared history with Wilf, going back as far as Expo '70 in Osaka (and earlier).

Though Wilf's involvement with the chamber took a dip these past six years, mostly due to health issues, he was always keen to hear updates on who was doing what in the chamber, and which important issues we were tackling.

LASTING LEGACY

Just take a look at the content of this issue of *The Canadian* to see how Wilf's legacy lives on in the chamber.

We have a report on the recent Japan Canada Council of Chambers webinar (page 19), an initiative that the chamber was involved in from the beginning through Wilf's friendship with the Honourable Perrin Beatty, president of



the Ottawa-headquartered Canadian Chamber of Commerce.

We also report on the recently held Energy Forum (page 26), which brings to mind the many energy-focused events that Wilf spearheaded, including one to which we invited an indigenous energy representative to explain the unique and rather complicated lay of the land in Canada with regards to resource rights.

That occurred at a critical time in the negotiations of what would later become the largest-ever private investment into Canada — the multinational joint venture LNG Canada.

I will always treasure the moments we did spend together and the tremendous personal growth I reaped during that time. I hope you will read the memories of Wilf in these pages, as well as the extended ones in the digital version of *The Canadian* and on the CCCJ website.

If you feel moved to do so, please join in contributing to the CCCJ CSR Fund in Wilf's name, and stay tuned for more on how we will activate those funds to further his legacy. 🍁

The chamber was rejuvenated during Wilf's tenure as chair



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Takeda picks woman as new Canada boss



PHOTO: TAKEDA CANADA, INC.

Japan's largest pharmaceutical company, Takeda, announced the appointment of Rute Fernandes as the new general manager for their Canada operations, according to a February 8 post on *BioSpace*. Before taking on her new role, Fernandes was vice-president and head of the Takeda Group's Rare Disease Franchise for Europe and Canada.

Giles Platford, president of the Europe and Canada Business Unit at Takeda, said: "Canada is a critical market for Takeda's global operations and I am confident that under Rute's leadership, Takeda will strengthen our position as a leading biopharmaceutical company in the country."

Film festival goes online

From February 5 to 14, the Toronto office of The Japan Foundation hosted JFF Plus: Online Festival. News distribution website *Cision* reported on January 22 that the Canadian edition of the Japanese Film Festival was available to stream across Canada, with free access.

The event showed 17 feature films — 11 of which were animated and from Japan. Between 2019 and 2020, the festival's films were watched by more than 170,000 viewers.

McGill prof to lead RIKEN team

According to a January 5 story in *Science | Business*, a team from McGill University will conduct a study with researchers at the RIKEN institute. The team, led by McGill Faculty of Medicine and Health Sciences Professor David Langlais, will investigate "trained immunity," or the body's ability to reprogram its own immune cells to respond to subsequent infections.

The research will be funded by a grant from a partnership between the Japan Agency for Medical Research and Development and the Canadian Institutes of Health Research. A separate five-year agreement signed in July 2020 between McGill and RIKEN covers the assignment of joint laboratory space and a yearly symposium.

Solar firm raises millions to invest in green energy fund

Canadian Solar finalized its Japan Green Infrastructure Fund (JGIF), which has secured C\$264 million of committed capital, according to a February 18 story in *Saur Energy International*. The company is partnering with Macquarie Advisory & Capital Solutions for the fund. It marks Canadian Solar's first move into the private institutional capital pool, and is aimed at accelerating the development of new projects in Japan that have clear monetization strategies.

Dr. Shawn Qu, chairman and CEO of Canadian Solar, said: "JGIF's more dedicated capital pool will further boost our competitiveness in developing clean, sustainable and high-quality solar energy projects in Japan."

Rare bird seen in Yukon

In an article posted on *Alaska Public Media* on January 19, it was revealed that an extremely rare hawfinch had been spotted in Canada's Yukon Territory. The bird usually spends winter in Japan, making this sighting a first for Canada.

Cameron Eckert, the director of the Yukon Bird Club said: "Any individual sighting might just seem kind of fun, and, you know, somewhat inconsequential. But over time, paying attention to patterns, we can see changes and shifts in bird populations as they occur over the course of weeks, months, years and even decades."



REMEMBERING WILF WAKELY

Thoughts on a life dedicated
to Canada–Japan relations

Ian Burney

Ambassador of Canada to Japan

The passing of Wilf Wakely has left a huge hole in the heart of the Canadian community in Japan. Wilf's deep commitment to the Canada–Japan relationship touched the lives of many people over the years, and his legacy will not be forgotten.

From 1984 to 1987 Wilf was seconded to the Department of External Affairs and posted to Japan as first secretary, serving first as head of public affairs, and then press officer. He played an important role in advancing the unique private–public partnership model for the development of the chancery [Wilf was instrumental in the redevelopment of the embassy building], which is now not only an iconic symbol of Canada here in Japan, but a truly signature building showcasing Canada.

As a proud Canadian and strident champion of Canada's trade interests, Wilf provided advice to countless Canadian clients who were looking to expand their business in Japan. He served as British Columbia's trade and investment commissioner in Kobe from 1993 to 1997.

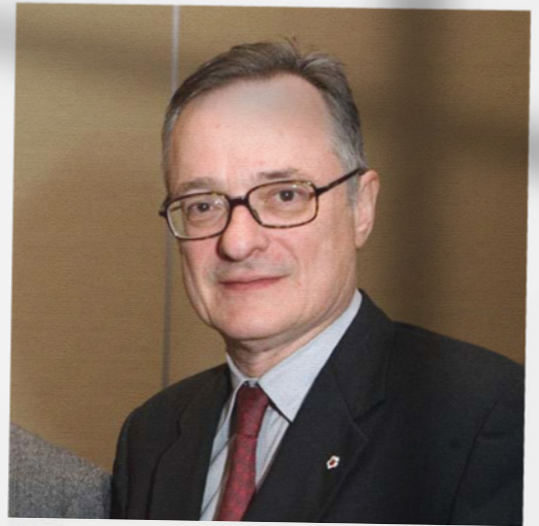
An active member of the Canadian Chamber of Commerce in Japan (CCCJ) since the early 1980s, Wilf worked closely with generations of embassy officials in advancing our bilateral relations. In his role as chamber chair, Wilf was a tireless champion for the cause of free trade with Japan, which I had the opportunity to witness first-hand through my own prior involvement in such initiatives.

I am comforted to know that Wilf was able to see his determined advocacy come to fruition, with the entry into force in 2018 of the Comprehensive and Progressive Agreement for a Trans-Pacific Partnership.

Wilf made a significant contribution to Canada–Japan relations on many levels, and he was a standout figure in the Canadian community in this country. We will miss dearly his friendship, enthusiasm and good counsel.

On behalf of us all at the Canadian Embassy, I offer my deepest sympathies to Wilf's wife Tiggy, to their children Conan and Tara and to their respective families.

**He had a life packed
with action, achievement
and friendships.**



Perrin Beatty

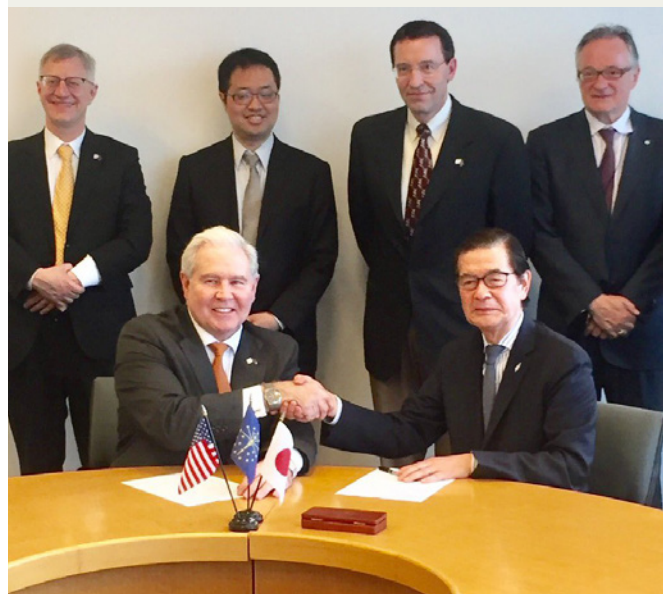
President and CEO
Canadian Chamber of Commerce

I was fortunate to get to know Wilf as a result of his work with the Canadian Chamber of Commerce in Japan. It was impossible to spend time with Wilf without noting the passion, imagination and boundless energy he brought to strengthening the ties between Canada and Japan.

Throughout the 55 years since he first visited Japan, he fervently believed that the two countries would each benefit from getting to know one another better and developing closer economic and social ties.

His commitment was matched only by his energy. Wilf overflowed with ideas about how we could build a closer relationship, including between the Canadian Chamber of Commerce [based in Ottawa] and the CCCJ. He was tireless in promoting joint activities and in generating ways in which the two communities could strengthen their collaboration.

All of us who run voluntary groups are fortunate when we have volunteers who give freely of their time and their imagination to promote the mission. In Wilf's case, while he may no longer be with us in person, his passion and commitment to building a bridge of commerce and friendship across the Pacific will keep the cause moving ahead for many years to come.



The Canadian Chamber of Commerce in Japan (CCCJ) lost one of its most august and recognizable members when, on February 2, Wilf Wakely passed away, aged 71. Since then, there has been an outpouring of messages, from both sides of the Pacific, sent by those who knew him. The following is a selection of memories and condolences.



Wilf (centre) with a group of his friends, celebrating his 70th birthday

Sadaaki Numata

Chairman, Honorary Board of Advisors, CCCJ
Ambassador of Japan to Canada, 2006–07

When I first met Wilf in 2007 at the residence of a mutual friend, the German ambassador, we had a heated debate—he as a lawyer and me as a just-retired ambassador—on some radio interview I had given while serving in Canada.

Then we became good friends, and he roped me into CCCJ work when we launched the Honorary Board of Advisors in 2012. Much of our work was conducted over glasses of gin and tonic for Wilf and white wine for me at his favourite spot, the Roppongi Hills Club.

I learned a lot from him about the robust spirit of British Columbians and the Irish, which changed somewhat my image of Canadians that I had nurtured through my contacts in the more sedate ambiance of Eastern Canada, including that of Ottawa. He also told me fascinating stories of how he was active as a true Kansai-brand comedian, which was a revelation to a Tokyoite like me.

Now that he has gone, the world seems a bit quieter. Wilf will be sorely missed. May his soul rest in peace. My thoughts and prayers are with his wife Tiggy, who so tirelessly supported him, and his children Tara and Conan.

Brian Smith

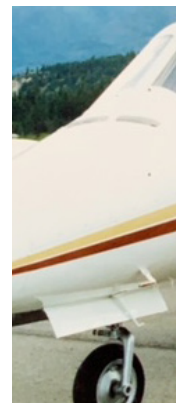
Former CCCJ executive director
Former diplomat at the Canadian Embassy to Japan
CCCJ special representative in Ottawa and Vancouver 2012–20

Wilf was larger than life. His intensity and enthusiasm forced all of us to sit up and pay attention, whatever his “issue of the day” was. When one spoke to Wilf on the telephone, it wasn’t for 10 minutes; the call usually lasted 30 minutes or an hour.

But what I remember most about Wilf is his generosity and huge heart. Wilf’s passion for promoting closer ties between Canada and Japan was an ongoing theme of his life in Japan, but nowhere was it so evident as in his role as president (later chair) of the CCCJ. The CCCJ was a vibrant business organization in the 1980s but became more of a social club after Japan’s economic bubble burst — until Wilf decided to reinvigorate it.

As was always the case with Wilf, he threw everything he had into making the CCCJ relevant. And, wow, did he ever! After Wilf took charge, cabinet ministers in Ottawa and senior business figures on both sides of the Pacific turned to Wilf for advice and support in bolstering bilateral trade ties. His positive impact will be felt for years.





Margaret Huber

Former diplomat in Asia, Europe and Middle East
Former trade commissioner in Tokyo and consul general in Kansai

Wilf Wakely was a man of many incarnations: Osaka Expo guide, comedian, lawyer, entrepreneur, diplomat, business leader, Canada–Japan bridge, devoted family man, mentor and great friend to many. May memory of his infectious humour, charm and kindness bring comfort and smiles.

Wilf could be fearless. I will never forget how he helped shut down a road rage incident. We were in separate cars en route to a meeting with Wakayama business chamber leaders when my driver, Tanaka-san, apparently cut off another car, enraging what were clearly gang members. They proceeded to force my car to stop at the side of the highway and were knocking determinedly on the locked door, demanding it be opened. Fortunately, further escalation was averted when Wilf and Vancouver Board of Trade CEO Darcy Rezac, in a vehicle behind us, stopped and, with memorable language, Wilf berated the astonished and soon departing crew.

Always generous in sharing time and experience with young talent, he mentored many who are now distinguished in their careers. He cared deeply about the CCCJ, and was tireless in championing trade and investment interests. In recent years, with a wide array of like-minded stakeholders, he successfully lobbied for expatriate Canadians to be able to vote in elections at home — giving them greater ability thereby to influence Canadian policy decisions on bilateral issues.

Wilf made a significant contribution to Canada–Japan relations on many levels, and he was a standout figure in the Canadian community in this country.

Eric Cole

President
Cole and Company

First and most important, Wilf was passionate and kind. He approached life with a fervent belief that he could make things better, and was tireless in his efforts to make the world a better place.

On the economic front, it's well known that Wilf advocated tirelessly on behalf of many well-known Canadian companies. It wasn't self-interest or profit that drove him; he wanted to make a difference and he had the energy and passion to fight to make it happen.

Once Wilf was sold on a cause, woe be to the man who stood in his way. A case in point: Ever since I first met him, Wilf has been a tireless advocate for the Bombardier 415 Water Bomber for aerial firefighting. This same passion extended to his advocacy on behalf of parents of children abducted and brought to Japan, of which Japan has had an unfortunate number of cases. In recent years, this issue has come to be recognized more widely; but I well remember that Wilf was one of the first to take up the charge.

What I think a lot of people didn't see about Wilf is just how sincerely he was driven to help people. As a lawyer, he was perhaps best personified as an advocate. Certainly, this is true for the many people he helped on a pro bono basis. But this advocacy extended to all of his clients. Wilf always brought passion to his work, whether as a lawyer, as a businessman, or as business association advocate through his chamber work. He cared, and inspired others to care.

Wilf was larger than life. His intensity and enthusiasm forced all of us to sit up and pay attention.



Karl Pires

CCCJ Governor
Shearman & Sterling LLP

I first got to know Wilf before technology showed the caller's name on your phone. But he didn't need to identify himself when you answered his call. Hearing his "Hey bud!" was enough for you to immediately know that it was Wilf — again, perhaps for the umpteenth time that day, because you were working together on a project.

As a master networker and connector, Wilf had an enormous number of "buds" from all walks of life — they included TV personalities, business leaders, politicians, diplomats and royalty. And he possessed a unique mix of gregarious charm, outspoken frankness and unabashed humour that gave him the ability and confidence to colour any conversation with a healthy dose of profanity. This he would do even when speaking with a former Japanese ambassador to Canada or a princess representing the imperial family of Japan. He was particularly fond of obnoxious gangster-style *Kansai-ben!*

Wilf's persistent leadership, passionate advocacy and influential intellect was highly respected and greatly appreciated by the legal, business and diplomatic communities in both Japan and Canada, and his legacy will live on through the CCCJ and all his many "buds," on both sides of the Pacific Ocean, whose lives he positively impacted.

Susumu Kaminaga

CCCJ Honorary Board of Advisors
Former President, Sumitomo Precision Products

It is so sad to hear that my friend Wilf Wakely has passed away.

I recall my first meeting with him when he approached me at the air show in Nagoya in 2012. He requested that I take an HBA [Honorary Board of Advisors] role at the CCCJ, based on my management career at a Japanese company which invested in Ontario to establish its manufacturing base for the aerospace industry.

Since then, I have enjoyed being a member of the HBA under his strong initiative. I sincerely appreciate his continued kindness, which will remain in my heart forever.



Christian Howes

Director, Research Marketing
SMBC Nikko Securities

Wilf spent his adult life driven by the desire to better connect Canada and Japan relations. He worked constantly on both sides of the Pacific to make this happen. His main tools were determination, loyalty and humour.

Wilf was part of the staff of the Canadian Pavilion at Expo '70 in Osaka. This was probably the most important coming-of-age event in post-war Japan after the Tokyo Olympics in 1964. Sixty-four million people attended. Most were Japanese, hungry to get some exposure to the outside world. I am convinced that interacting with Japanese at the exposition was where Wilf realized the power of humour as a cultural bridge. Humour, especially in Japanese, was something he never stopped working on.

Wilf was funny, creative and always anxious to get things done. He built relationships and institutions that many now take for granted. All Canadians owe him a debt of thanks for his work. Wilf's unique jokes and insight cannot be recreated, but we owe it to him — and, indeed, to Canada — to continue to build on his impressive trans-Pacific legacy.

Charles J. McMillan

Schulich School of Business
York University

For Canadians and Japanese who knew him, Wilf Wakely was a dual citizen, belonging to the two countries he loved: Canada and Japan.

He especially loved Vancouver and British Columbia, as well as fast-moving Tokyo, with a population the size of Canada's. From his first days in Japan, on a student exchange program in the 1960s, and then a term at the Embassy of Canada in Japan, serving as first secretary — a temporary arrangement that became permanent — Wilf fell in love with Japan, where he saw huge possibilities for Canada.

Wilf loved his work as a Canadian lawyer in Japan, and despite a heavy workload, he cherished his time with family and friends. He loved good conversation, serious debate and combined sparkle and gaiety with a wicked sense of humour.

He had a life packed with action, achievement and friendships. He will be missed, but not forgotten, on both sides of the Pacific Ocean.





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Eric De Groot

Principal and Owner
De Groot Trade Associates

I first met Wilf at a Kansai Canadian Alumni Association event at the Kobe Club in 1995, just prior to the Hanshin Awaji Earthquake.

What immediately struck me was how he dominated the room, having become the centre of attention the moment he entered. His command of *Osaka-ben*, learned in the bars and *izakaya* of Kansai, was an immediate ice breaker with Japanese and non-Japanese alike. No matter what, Wilf always left an impression.

As an intelligent man with strong opinions and a damn-the-torpedoes attitude to accomplishing things he considered important, Wilf was not always the most popular person in the room. This sometimes bothered him, but not that much. His loyalty to his friends, and theirs to him, helped him through the darker times when he suffered disappointment and defeat, and when those in whom he placed great trust failed to reciprocate. He simply had too much fun pursuing his projects and passions to be bothered about dwelling on setbacks or pondering what might have been.



Always generous in sharing time and experience with young talent, he mentored many who are now distinguished in their careers.

Shawn Lawlor

Managing Director
Council of Forest Industries / Canada Wood Japan

I first met Wilf about 10 years ago while serving on the CCCJ Board of Governors. On one memorable occasion, Wilf and I paid a visit to a director general at the Ministry of Agriculture, Forestry and Fisheries — which was not especially welcoming or enthused about advancing Canada–Japan EPA discussions.

But Wilf had a special genius. He stormed into the director general's office, did away with formalities, and won over the director general with his distinctive combination of brusque Kansai dialect, energy, charm and passion. Even the dark and sleepy recesses of Kasumigaseki came alive when Wilf Wakely walked through the door. 🍁



Bearing in mind Wilf's support of the CCCJ and its charity efforts, the chamber is accepting donations to our CSR fund, to be used for an event or activity at a later date in his memory.

For more details: www.cccj.or.jp/events/donations-cccj-csr-funds-memory-wilf-wakely

HIGH FLYERS

Montréal and Nagoya sign pivotal aerospace partnership

By Julian Ryall



Aéro Montréal, the Québec aerospace cluster, has signed an agreement with the Aichi-Nagoya Aerospace Consortium (ANAC) to enhance two-way cooperation, identify and develop business opportunities, as well as help support the industry's supply chains.

Given the challenges facing the aviation sector due to the coronavirus pandemic, the partnership agreement comes as a timely boost to both countries' industries, and will help member companies be prepared for when commercial aviation rebounds.

The agreement was signed in Montréal in December at the International Aerospace Innovation Forum 2020. Suzanne M. Benoît, president of Aéro Montréal, underlined the importance of the historic agreement to both the aviation sector and broader business and industrial links between Québec and Japan.

"This agreement aims to share information about our respective challenges and will facilitate the identification of opportunities to participate in international and local projects and programs, training, conferences and seminars, as well as cooperation opportunities among Japan and Québec companies to support the consolidation of supply chains," she told *The Canadian*.

"Japan and Québec are both innovation territories," she said. "A rapprochement between our two clusters is completely natural."

COMMON VISION

The agreement builds on Aéro Montréal's collaborative arrangement with the European Aerospace Cluster Partnership (EACP) and 30 similar deals with international aerospace clusters. To date, those agreements have led to

concrete actions that have promoted business opportunities, including joint missions, business-to-business meetings at international trade shows, the organization of joint events and case study competitions with visits to international manufacturers.

Aéro Montréal and ANAC "share a common vision of supporting the global reach of their industries, know-how, capacity for innovation and growth by encouraging collaboration," Benoît said, adding that Japan is "an inspiring country for its ability to innovate quickly."

"In times of crisis, the ability to innovate and reinvent oneself is decisive and international collaboration makes sense," she said. "By facilitating the sharing of information and best practices, they nourish industries and enable them to surpass themselves."

Nagoya and the surrounding Aichi region is the heart of Japan's aerospace industry, with companies there producing the Mitsubishi Space Jet family of regional jets, many parts of the Boeing 787, as well as a number of space vehicles, including the HIII-A, HIII-B and H3 rockets.

As the heart of the Japanese automotive industry and home of the world's largest automaker, Toyota Motor Corp., the region also boasts many high-quality and world-leading manufacturing companies and represents one of the world's most important industrial regions. That can be an opportunity for Québec companies wanting to expand in Japan, in Asia or all over the world.

INDUSTRY HUB

Yet the Canadian aerospace industry has plenty to bring to the table as well. Recognized as some of the most diversified in the world, Canadian firms produce airframes, engines and flight systems for almost every class of aircraft. And in 2019, the Québec aerospace industry accounted for 49 per cent of the workforce and 57 per cent of sales in the Canadian aerospace sector.

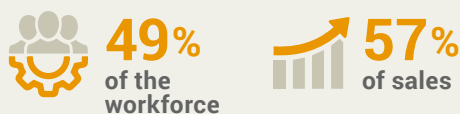
Québec is at the very heart of domestic aerospace research and development activities, with more than 70 per cent of Canadian aerospace R&D having been carried out in the greater Montréal area in 2018. Benoît said Canadian knowledge and best practices can be a tremendous asset to Japan's aerospace cluster.

Substantial ties are already in place. Since 1996, Bombardier Aerospace, one of Québec's leaders in the sector, has had very close business ties with Mitsubishi Heavy Industries in Nagoya, notably for the manufacturing of wings and fuselage for the Global Express business jet. In 2020, Mitsubishi's acquisition of the CRJ Series Program from Bombardier Inc. strengthened the relationship between the two clusters even more.

"Both organizations have similar objectives for their members and share a strong belief in business and supply-chain expansion," said Benoît. "In this context of constant transformation, the internationalization and diversification of our companies are essential to their growth. Our small and medium-size enterprises need to constantly evolve by reducing their costs and offering increasingly innovative and sustainable products."

"In times of crisis ... international collaboration makes sense."

The Québec aerospace industry made up:



in the Canadian aerospace sector in 2019

In 2009–19

Japanese companies:

Invested **C\$12.7 billion+**

Helped create about **12,000 jobs** in Canada

Canadian companies:

Invested **C\$3.8 billion+**

Helped create about **2,500 jobs** in Japan

“The international collaboration that we are setting up aims to help our members on these subjects,” she added. “Japan, with its leadership in innovation, is definitely a key player with whom we must establish strong and lasting relationships for the benefit of our companies and nations.”

KEY TO GROWTH

David Brulotte, the delegate general of Québec in Tokyo, said Aéro Montréal and ANAC have been colleagues in the industry for many years, having held discussions in years gone by at events around the world.

“There are definitely strong ties between Nagoya and Montréal, and this agreement crystallizes the relations between both actors, and will act as a catalyst to forge deeper links between companies from both regions,” he said.

Innovation, Brulotte emphasized, is critical to the aviation sector as it looks to rebuild after the pandemic.

“By the very nature of the sector, internationalization is key to the growth of companies both from Montréal and Nagoya,” he said. “While

regional markets offer good opportunities, the aviation market is indeed global, not only in manufacturing, but also in areas such as servicing, R&D and innovation.

“If a company wants its products and services to have a reach beyond its borders and its domestic market, then international cooperation, collaborative innovation and international expansion to foreign markets are some of the most important aspects of being competitive and innovative in a rapidly changing landscape,” Brulotte added.

CLEAR SKIES AHEAD

There are other challenges beyond the difficulties posed by the coronavirus, he said. They include bringing about sustainable development within the air transportation sector. Yet, he believes, the longer-term outlook remains positive.

An industry report commissioned by Boeing has indicated that passenger traffic is projected to increase at an average of 4 per cent per year for the next two decades and the global commercial aircraft fleet is expected to increase to 48,400 units by 2039, up from about 25,900 aircraft today.

During the same period, Asia will continue to expand its share of the global fleet, accounting for nearly 40 per cent of the world’s aircraft in 2039 compared with about 30 per cent at present.

The new agreement is designed to position Aéro Montréal and ANAC to take advantage of that growth, as also to build on the long history of collaboration between Canada and Japan. According to a statement issued by the Canadian government, in the decade from 2009, Japanese companies invested more than C\$12.7 billion and contributed to the creation of nearly 12,000 jobs in Canada. In addition, Canadian companies invested over C\$3.8 billion in Japan, where they helped to create some 2,500 jobs.

Japan is also Québec’s second-largest trade partner in Asia; the province hosts almost 100 Japanese companies, which have created some 8,000 jobs there. And the aerospace sector was Québec’s third-largest category of exports to Japan in 2019.

Japan has also welcomed the signing of the deal with Aéro Montréal. In a statement, Yasushi Sasaki, chairman of ANAC, said, “We have high hopes that exchanges between companies and universities involved in the aerospace industries in both regions will be promoted, leading to new innovation and business.”

Benoît is upbeat about the future of the sector. “Covid-19 has had a colossal impact on global economic activity, individuals, organizations, governments and travel patterns,” she said. “It has invited people to rethink the way they travel. It has accelerated the shift the aerospace industry was already making to build a more sustainable industry.

“Tomorrow’s aircraft will have to consume less fuel, be lighter, use greener materials and offer passengers comfort that meets stringent health standards,” she added. “To that end, our industry is already mobilizing to build the green aircraft of tomorrow and greener, more connected supply chains.”





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BILATERAL BUSINESS

Three chambers hold webinar on boosting Canada–Japan trade ties

By Megan Casson

Diplomatic relations between Canada and Japan officially began in 1928, and since then the two countries have added collaborative trade agreements, the exchange of goods and political support. However, while the relationship between the two countries is strong, many bilateral opportunities remain untapped.

On November 20, the Canadian Chamber of Commerce in Japan (CCCJ), the Japan Chamber of Commerce and Industry and the Canadian Chamber of Commerce held a joint webinar that delved into how companies could take advantage of bilateral trade and investment links, and how stronger ties might benefit the economies of both countries. Some 170 participants in Canada and Japan took part in the event.

AS IT STANDS

Moderating the seminar was Annamarie Sasagawa, director of Corporate Culture (Global) at Kao Corporation and a CCCJ governor. She began by introducing Perrin Beatty, president and chief executive officer of the Ottawa-headquartered Canadian Chamber of Commerce. He said Canada's relationship with Japan is not achieving its full potential.

"Despite being the world's third-largest economy, Japan still accounts for only slightly over two per cent of Canada's global merchandise trade. That means we have an opportunity to grow our commercial relationship, particularly through the still new Comprehensive and Progressive Agreement for Trans-Pacific Partnership [CPTPP]. We're the two largest countries in the agreement and we hope that, through activities like this webinar, we can foster more information sharing and best practices to help companies."

Tracy Reynolds, minister (commercial) and senior trade commissioner at the Embassy of Canada to Japan, described how his role at the embassy directly focuses on Canada–Japan trade relations, and how these connections are a priority for the Canadian government.

"This prioritization is reflected at the highest levels, in particular through the agreement in 2019 between Prime Minister [Justin] Trudeau and former Prime Minister [Shinzo] Abe to strengthen the strategic partnership between Canada and Japan." Reynolds added, "A less grandiose, but still significant, signal of our prioritization of the Japanese market is through the increase in resources allocated by Ottawa to the Japan trade network that I manage. We have a 15-member team across five offices throughout the country that help Canadian companies enter into — and hopefully succeed in — this market."

STRONG OUTPUT

Beatty touched on the mutual interests of the Canadian and Japanese business communities, which can leverage significant advantages when they work together — such as when Canadian resources and raw commodities provide a stable supply of goods to Japan. One example of this coming to fruition is the launch of LNG Canada, one of the largest energy investments in Canadian history. Construction of the export facility began in 2019.

Addressing Canada's greatest, and potentially most important, export to Japan, he said that, "Canada's abundance of agricultural products can ensure greater food security for Japanese citizens." Reynolds then touched on his country's success, in spite of the coronavirus pandemic. "So far in 2020, Canada has edged past Australia, for the first time since at least the turn of the century, to rank us as Japan's third-largest supplier





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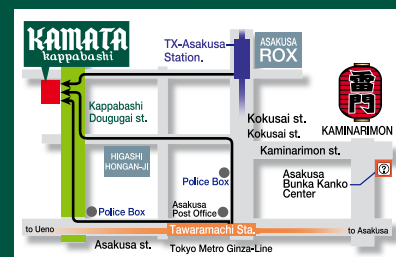
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of agricultural products by value, and our export capacity has been maintained throughout this pandemic. We have also partnered with Japan on international initiatives to discourage export restrictions on agricultural products. Therefore, Canada plays a vital role in providing for Japan's food security."

COVID-19 EFFECT

As the coronavirus has swept around the world, it has had a drastic effect on the global economy. Reynolds said that, despite the pandemic being one of the greatest challenges to international relations and the world economy in the post-war era, trade ties between Canada and Japan have held steady. "Despite these challenges, Canada's exports to Japan are stable, having decreased by only one per cent from January to August 2020, year over year. Canadian exports to all other trading partners fell by 15 per cent. We think that Japan can look to Canada as a significant source of economic stability and security in these uncertain times, and Canada is taking steps to ensure that it will be a significant source of energy security for Japan."

TECH SWAP

President and CEO of Mitsubishi Canada Limited, Kaori Namiki, spoke extensively on the company's presence in Canada, focusing on the joint operation with hydrocarbon production company Ovintiv Inc., founded in Calgary.

The joint venture produces shale gas, which it supplies to LNG Canada. "This plant is designed to have the lowest CO₂ intensity of any LNG facilities currently operating in the world," Namiki said. "Despite the impact of Covid-19, LNG Canada continues to hit critical construction milestones and remains committed to delivering its first shipments in 2024."

Another source of opportunity between Canada and Japan is artificial intelligence (AI). Amine Ben Ayed, vice president and chief

"Canada plays a vital role in providing for Japan's food security."

operating officer at Dataperformers, the official AI supplier for the Canadian government, discussed the AI landscape in Japan and Canada. He said that Canada was the first country to adopt a national AI strategy, and Japan was the second. "This is a good beginning, because there are already common objectives here in terms of AI support by both of our countries," said Ben Ayed.

While the two countries are actively pursuing innovations in this field, Ben Ayed spoke to some of the challenges that the countries face individually, and how collaboration could provide solutions. "What we realize is that Canada has a higher concentration of AI researchers, while Japan has higher industry competitiveness. And this is the point that I want to raise here. There's an opportunity for Japan to be one of the early adopters of innovative solutions coming from Canada, while Canada can also further push fundamental research into AI."

Ben Ayed mentioned that Canada faces a challenge in terms of talent retention, with many AI researchers choosing to move to the United States. However, this challenge also represents an opportunity, he pointed out. "This is an opportunity for big Japanese conglomerates to create research and development centres in Canada, and benefit from the entire AI ecosystem."

GOVT HELP

Steve Dechka, co-chair of the Japan-Canada Chambers Council, then moderated a brief panel discussion. A key question that arose was, "What can the government do to enhance our commercial activities for the future?"

Reynolds emphasized the importance of governments and other stakeholders demon-

strating their ongoing commitment to bilateral economic relationships. "The government of Canada offers funding through the CanExport program to help small to medium-sized enterprises break into new international markets, and supports research and development collaboration in foreign markets.

"This allows," he continued, "industry and trade organizations to pursue international business and develop activities, and helps Canadian communities and local organizations attract and retain foreign investment. There's also the Canadian Technology Accelerator initiative, which provides support to small technology companies, primarily in the digital technologies, life sciences and clean tech sectors."

LAST WORDS

Tatsuo Yasunaga, president, chief executive officer and representative director of Mitsui & Co., Ltd., spoke to close the event. "As we look ahead to arrange our next in-person meeting, trade between Japan and Canada is still far below its potential," Yasunaga said. "But with the CPTPP having gone into effect in December 2018, automobile exports from Japan and beef imports from Canada appear to have great potential, both having grown year on year in 2019.

"I am convinced that companies in our two countries can establish a win-win relationship through closer cooperation between the chambers in Japan and Canada. I look forward to meeting with you face to face at our next get-together in Toronto. In closing, let me express my wishes for further development in Japan-Canada relations. I hope you will all take care of yourselves. Stay safe." 🍁

DREAM TEAM

The pair behind gugu sleep look to wake up the mattress industry

By Alec Jordan

If you're doing it right, you spend close to one-third of your day sleeping. But we often don't pay much attention to this part of our lives. The team behind gugu sleep is trying to change that, in a country notorious for not getting enough bed rest.

The company is taking an approach that's rare in the Japanese market when it comes to mattresses. They operate entirely online, deliver their products directly to consumers instead of going through intermediaries such as distributors or retailers and, if a customer isn't satisfied, will pick up the mattress themselves within 100 days of purchase.

Launched in April 2019, gugu is a digitally native vertical brand which has been gathering steam, thanks in part to having developed an enthusiastic consumer base and social media following that is eager to share their experiences of using the company's mattresses.

Curious to know more about the brand and how it's looking to bring about a "sleep awakening" among Japanese consumers, *The Canadian*

met up with Ken Gold and Patrick Morris, the co-founders of the company. The meeting was at the Cambridge Innovation Center Tokyo, where they've outfitted the nap rooms of the coworking facility with gugu mattresses.

Gold and Morris come to the start-up with varied backgrounds. Gold is a Toronto, Ontario, native who has launched and run a number of businesses, worked with a Japanese interior architecture firm and served as Japan country manager for several companies, including Kit and Ace, a retail fashion line started by the founder of the well-known Canadian apparel brand, lululemon. He graduated from the McGill MBA Japan Program, and serves as president of the McGill Alumni Association in Japan.



Morris, meanwhile, hails from Minnesota in the United States — but is a proud member of the Tokyo Canadians hockey team. He has an MBA from Kellogg School of Management at Northwestern University, and a long history in technology and sales. He spent much of his earlier career with a data centre infrastructure company. He also ran a B2B company in the late 1990s.

RIGHT IDEA, RIGHT TIME

One of gugu's formative moments was a casual conversation that came at just the right time. Gold was explaining the idea behind developing a company that could remove some of the mystery and hassle involved with going to a store and trying to pick out the best mattress. Morris had recently gone through the process

"The whole idea of being a profitable company or generating revenue — there's nothing wrong with that — but it's what you do with it."

himself, and found the experience lacking in a number of ways. It was difficult to figure out just why one mattress would be priced far higher than another, and because their building's elevator was too small, the delivery service couldn't use it to take the mattress to his family's apartment, and it charged an extra fee to take the mattress up the stairs. Returning the mattress was possible, but they would be responsible for getting it back to the store themselves.

As Morris explains, a light bulb went on. "Here's a company that says, you don't have to become a mattress expert. The mattress is packaged in a convenient box, so you don't have to worry about having trouble transporting it in an elevator, as you would in Tokyo, or another big city. And then at the end of it, you don't really know if the mattress suits you unless you've slept on it for a few weeks. And with most options, once you buy it, it's there, right? Or it's very painful to return. So as [Gold] was telling me about this business model, it just resonated and I said, 'that's fascinating.' I wished I could have had this conversation with him two months earlier."

As they started looking into the mattress industry in Japan, Gold and Morris became aware of a key fact: "We discovered in our research that Japan is the most sleep-deprived country in the world," Gold said. And, after learning more about the relationship between sleep and overall wellness, the mission behind the company became clear: to not only make the mattress buying process simpler, but to help people improve their lives through sleep.

Once the seed had been planted, they delved into the type of mattress that would do well in the market. As Gold explained, a great deal of investigating went into developing a product that their test subjects found comfortable and supportive, but would also respond to the needs of Japanese households. One of them was breathability, which comes into play in



Japan's humid summers and in the fact that Japanese customers tended to sleep hot — that is, without keeping the air conditioner on all night.

In their market research, they also found that people in Japan were concerned about dust mites, so making a mattress with a cover that could easily be taken off and washed was important. Finally, as Morris pointed out, the decision to go with a foam mattress, which can be compressed, rolled and packed neatly into a box, allowed them to realize a crucial part of the business model — shipping directly to consumers.

After testing a number of prototype models from manufacturers around Asia, they chose a manufacturer based in China that was familiar with the high standards expected by customers in Japan.

RIPE FOR DISRUPTION

But as they both point out, their business model wasn't just a matter of creating mattresses that

would do well in Japan, but changing the way they were sold — a model that has been employed successfully by mattress makers, such as Casper and Saatva, in other countries.

The company employs an omni-channel approach, blending a primarily online presence with pop-up events around the Tokyo area. And, as Morris pointed out, their competition has been around for some time: "This is a very traditional market — it's not an up-and-coming technology. And in most countries, including Japan, the market is run by brands that have been around for a very long time. These brands are used to an old-fashioned model and tend to pigeonhole the consumers into having to go to their stores, and they try to box you in and show you all these different ... lines."

"But the consumer is changing," he added. "The 'digital native' generation isn't just 20-year-olds, it goes all the way up to 38-year-olds. The way they make purchasing decisions is very different. It's less about touching and feeling, and more about who the actual people are who





have bought your product, and what have they said about it.”

Although the consumers around them were changing their habits, these established companies weren't adjusting, which made Gold and Morris realize the potential of their model: “As we were speaking to these manufacturers, they just didn't think this model would work. And in hearing the same thing from a lot of the large manufacturers here, we recognized that it was a great opportunity,” Morris said. “The fact that they still had that mentality meant that they weren't picking on some of these new trends that are happening. And that motivated us even more — we knew we could disrupt this.”

ELEMENTS OF SUCCESS

The pair say that it took 18 months to two years to go from the initial business idea to shipping their first mattresses to customers. As their customer base has grown, so has their repository of customer testimonials, which in turn helps build brand awareness.

“We want to make sleep cool.”

Gold says that one of the company's strengths is its Japanese DNA, which is infused with the duo's Western influence. In particular, this comes through with their native copywriting team, which helps the brand effectively address their market. “What we've done is build a team that really understands and is inspired by our mission and our purpose, and let them take that and find the right voice in the marketplace,” Gold said. “Having worked for a lot of multinationals here in Japan, I've seen that they can have challenges working overseas. Often, they'll say: ‘Well, we know. Just do what we've been doing.’ But in fact, proper localization can take years. So we've already got that factor.”

Another is their fully digital platform, which allows for quick iterations. “The beauty of digital is that you can try it today and change

it tomorrow,” Gold said. “We're constantly looking at the data, or trying this picture or that idea. Since launching, we've changed our website several times to improve the overall customer experience.”

Finally, Gold and Morris both highlight the importance of community and cultural awareness as they've built their business and the culture that pervades it. Gold says that his ties to the McGill MBA Japan Program have been invaluable throughout his career, and counts fellow alumni as some of his closest friends. He also sees strong connections between the shared tendencies of Canadians and Japanese towards humility and deference, which has helped shape gugu's company culture.

For his part, Morris's time spent playing with the Tokyo Canadians has given him an insight into the way Canadians work and play, and inspiration for shaping the company culture: “I find Canadians in general to have a really good balance. They have the ability to be very successful in their careers, but they also maintain



5h 59m

National average
sleeping time in Japan

6h 48m

World average



Inemuri (napping)
accepted at
the workplace

Equivalent of
600,000
working days
lost per year
due to lack
of sleep



Which is about **C\$175 billion**
a year (2.92% of GDP)

a ... laid-back philosophy. I've always admired that and we've gone about building a similar culture at gugu."

A SLEEP AWAKENING

These elements have helped propel the company to a strong start and business is growing at a steady pace. Over the past year, while the Covid-19 pandemic has had a negative effect on businesses around the globe, for gugu it has led to two trends that have bolstered the company, Gold explained.

People are online a great deal these days, and in general, Japanese consumers have become more comfortable with making purchases there. And, as people are spending a considerable amount of time at home, they are thinking about how they can improve their living environment, health and well-being.

He added that, along with a model that is meant to shake up an industry that has long been set in its ways, they want gugu to become an advocate for getting people to take more seriously sleep and its effects on their health.

"The whole idea of being a profitable company or generating revenue — there's nothing wrong with that — but it's what you do with it. So we also want to use our time and effort to educate, and help promote the value of sleep. However, in order to do that, we need a revenue model that allows us to do well by doing good. So of course, it's a business. But the mission behind that business is to help people sleep better because what's more important for your health than sleep?"

One of the ways that they're doing this is by posting content on their site that shares the latest in sleep research, which is finding that getting enough sleep not only boosts people's cognitive function, but also their immune system.

Morris explains that, along with selling mattresses, they want to get consumers to think differently about the importance of sleep in their lives. "Getting enough sleep isn't just about

waking up and feeling more energized," he said. "We're just scratching the surface in terms of what we call a sleep awakening in terms of how sleeping better can affect people's health. The idea that people just say — 'I only need five or six hours' — is an old way of thinking. We want to become a catalyst for changing the way people think about sleep. We want to make sleep cool." 🍁



"That motivated us even more — we knew we could disrupt this."

POWER OF CLEAN ENERGY

Strong bilateral ties, innovation and diversity key for booming sector

By Alec Jordan

As countries around the world confront the realities of climate change, global cooperation is key to developing solutions that will result in environmentally and socially responsible energy that is clean. This was the central topic of a virtual forum held on November 19–20.

Titled The Canadian Energy Forum — Advancing the Canada–Japan Energy Security Partnership, the event drew speakers from both sides of the Pacific representing a wide range of perspectives. The moderators were Counsellor (Commercial) and Senior Trade Commissioner David Bostwick and First Secretary (Commercial) and Trade Commissioner Mark Mylvaganam, both from the Embassy of Canada to Japan.

Supporting partners for the occasion were the Japan Oil, Gas and Metals National Corporation (JOGMEC), the provinces of British Columbia and Alberta, as well as the Canadian Chamber of Commerce in Japan.

The forum began with remarks from Ambassador of Canada to Japan Ian Burney, who reflected on the major issues of the year, while acknowledging the strength of bilateral ties: “As you all know, 2020 has been a difficult year. But I’m pleased to be able to say that the Canada–Japan relationship has not only held up well during this challenging period, but has actually never been stronger. And nowhere is the importance and potential of Canada’s partnership with Japan clearer than in the energy sector.

“As you all know, Canada is one of the top energy producers in the world, with 10 per cent of the world’s oil reserves, and enough natural gas to sustain production for the next 300 years. And with Canadian natural gas prices being amongst the lowest globally, Canada is well positioned to produce and supply liquefied natural gas markets.

“Beyond the attractive fiscal and political stability that we offer, Canada has a decided geographic advantage over its competitors.

Indeed, we are only eight to 10 shipping days to Japan from our north and west coasts. In addition, the construction of the C\$40 billion [liquefied natural gas] Canada project, the Coastal Gas Pipeline and the Trans-Mountain Expansion have all continued uninterrupted despite the Covid-19 pandemic. This is a clear demonstration of Canada’s resilience and its determination to move forward with the development of our energy infrastructure.”

PANEL TALK

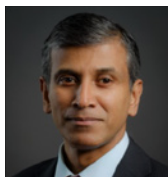
Burney’s remarks were followed by a panel discussion moderated by Tracy Reynolds, minister (commercial) and senior trade commissioner at the Embassy of Canada to Japan. The members of the panel were:



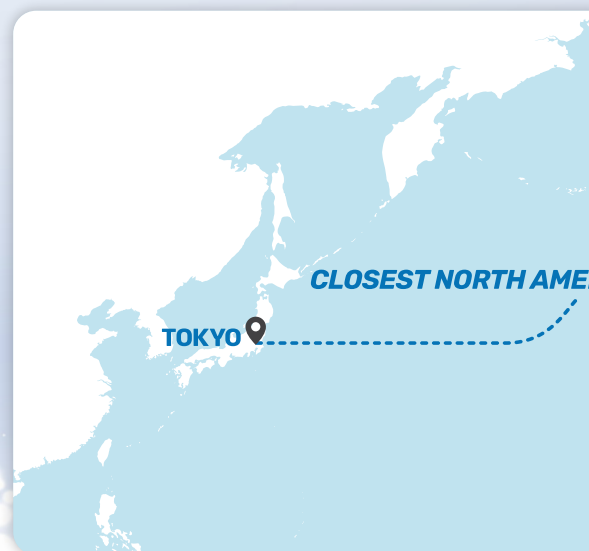
Shawn Tupper
Associate deputy minister
Natural Resources Canada



David James
Associate deputy minister
Natural Gas and Electricity
Department of Energy
(Alberta)



Fazil Mihar
Deputy minister
Ministry of Energy,
Mines and Petroleum
Resources
(British Columbia)



Tupper highlighted the ways in which Canada and Japan are reaching for a common goal: “As countries around the world face the challenge of transforming how they produce and use energy, we also have to ensure it remains accessible, affordable and secure. But while Canada is a major energy producer, we’re also committed to tackling climate change, which is driving the change in energy systems around the world.

“As many of you will know, Canada has committed to reaching net zero emissions by 2050. And we’re pleased that Japan recently announced their own commitment to achieving this very same target. The shared goal is ambitious, and Canada is delighted to have a partner like Japan with whom we can collaborate to achieve it.

“For the global clean energy transition to be successful, innovation and clean energy technologies will be critical,” he added. “Canada is investing nearly C\$1.4 billion in Canadian clean tech innovation across all energy sectors — innovations that will drive investment, increase the energy sector’s competitiveness and help us meet our energy transition goals. In fact, four of the world’s largest-scale demonstration projects in carbon capture, use and storage are in Canada.”

He also highlighted the role that nuclear energy can play in clean energy, pointing the potential, in a clean energy mix, of small modular reactors, such as those produced by GE Hitachi Nuclear Energy.

James pointed out the longstanding connection between Japan and Alberta in the energy industry, which started with Japan Petroleum Exploration Company Limited’s investments in Japan Canada Oil Sands Limited and the Keystone pipeline project back in the 1980s. The connection continues to this day, in partnerships such as the enterprise involving AltaGas and Astomos.



“For the global clean energy transition to be successful, innovation and clean energy technologies will be critical.”

In addition, he detailed the province's Natural Gas Vision and Strategy. “It lays out the long-term vision for the development of Alberta's natural gas resources across the entire value chain that includes LNG off the west coast and potentially off the east coast of Canada. It also encompasses hydrogen opportunities, petrochemicals and advanced plastics recycling within a plastic circular economy. We take very seriously the need to look at a zero-waste global effort, including the Oceans Plastics Charter that has been signed here in Canada, which Alberta is party to. These pathways are very complementary to Japan's 2050 net zero ambitions and we believe leveraging our existing carbon capture and storage projects allows significant environmental and economic partnerships with Alberta, Canada and our colleagues in Japan.”

Mihlar explained that the close ties between British Columbia and Japan led to the approval of the landmark LNG Canada project. “The Memoranda of Understanding that we have with the Ministry of Economy, Trade and Industry (METI) as well as JOGMEC demonstrates the kind of relationship that we have with Japan. In fact, the MOU between the province of British Columbia and JOGMEC played an

instrumental role in securing the positive final investment decision for LNG Canada.”

He also reinforced the importance of coastal Canada in supplying energy to Japan. “Whether it's the partnership between Idemitsu and AltaGas, Mitsubishi's participation in LNG Canada as well as the foundational agreement signed by Astomos for cargoes from Wrigley Island in [the port city of] Prince Rupert to [Japan's joint venture power generation company] JERA and Tokyo Gas for cargoes from LNG Canada, it is clear that the west coast of Canada is going to play a big role in securing energy supplies for Japan.”

A topic touched on by all three panellists was the inclusion of Canadian First Nations in energy projects throughout Canada. As Mihlar pointed out, in 2019 the government of British Columbia passed legislation to implement the United Nations Declaration on the Rights of Indigenous people. “With this new law, indigenous people are going to become part and parcel of the decisions that affect them, their families and their territories.”

Tupper then pointed out that the resources sector is already the largest employer of indigenous people in Canada, with more than 10,000 sector jobs being in the oil and gas industry.

Later in the forum, these points were reinforced by representatives from Canadian First Nations. Harold Leighton, chief councillor of the Metlakatla First Nation explained how their partnerships with cities and companies involved in the Canadian energy sector have helped bring unemployment in the community from 75 per cent to under 12 per cent.

Karen Ogen-Toews, chief executive officer of the First Nations LNG Alliance and a member of the Wet'suwet'en First Nation, spoke about her dedication to helping inspire more First Nations to consider and engage in discussions with industry and government around the possibility of resource-related opportunities.

Crystal Smith, chief councillor of the Haisla First Nation, whose support was key to the establishment of the LNG Canada project, said that the project goes beyond the financial benefits: “The relationship between the LNG Canada coastal gas link and our nation isn't necessarily all about the monetary compensation. It's what the compensation is able to provide for our community, and that speaks to the strength of our goals to regain our identity as First Nation people.”



PHOTO: LNG CANADA

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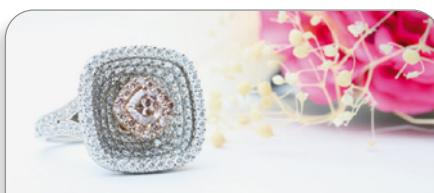


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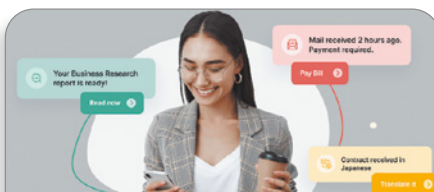
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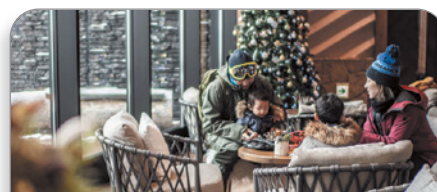
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INDUSTRY INSIGHTS

During the rest of the forum's proceedings, developments and details from companies and other organizations were shared. Brian Friesen, vice president of trade development and communications at Prince Rupert Port Authority spoke about how the coastal city in British Columbia benefits from being on the deepest natural harbour in North America, an employment makeup that reflects the full diversity of the region's communities, as well as a direct link to the Canadian National Railway (CN), which is a significant contributor to the region's success.

Further, Prince Rupert's location makes it the closest North American port to Asia, offering transit times up to three days shorter than other ports on the west coast.

James Cairns, senior vice-president of rail centric supply chain at CN, described how the transportation service "offers rail carload, intermodal, last mile trucking, international freight forwarding, warehousing and distribution services with a network reach that connects three coasts — east, west and Gulf."

He encouraged attendees to think of CN as the "rolling pipeline that connects Canadian energy production," while pointing to recent investments they have made to improve connections between the areas of Canada that are key to the production and transport of energy products.

He was followed by Dan Woznow, senior vice-president of energy exports at AltaGas, who explained how one of the key areas of business for the Alberta-based company is the midstream natural gas sector, concentrated in western Canada. The company processes about 6.4 billion cubic metres a day of natural gas at 12 facilities in Alberta and British Columbia.

While they do not drill for natural gas themselves, they work with third party producers to supply the raw product, and their connections with these producers is allowing them to expand their reach beyond North America and into global markets, particularly in Asia.

Although they've only been operating in the Japan market for 18 months, in 2020 they supplied close to 10 per cent of the liquefied propane gas (LPG) that the country imports.

Speaking on behalf of Astomos Energy Corporation, President Tsuyoshi Ogasawara



explained that the company maintains a fleet of LPG vessels, comprising three proprietary vessels and 18 liner vessels, which import LPG from supply points around the world.

He also touched on the agreement between Astomos and AltaGas, which will diversify its supply of LPG and strengthen ties between Canada and Japan through energy supply.

FUELING THE FUTURE

Bryan Cox, president and CEO of the Canadian LNG Alliance, which represents a wide range of projects in the country, spoke about the influence that the LNG industry can have on the Canadian economy. He said he anticipates that annual investment in LNG between 2020 and 2064 could average more than C\$11 billion, to exceed C\$500 billion over the period. Combined, the projects could create more than 96,000 jobs and generate C\$6 billion in wages.

Providing an update on the landmark LNG Canada project was Susannah Pierce, director of corporate affairs at the company. She explained that 2021 would see LNG berth construction, marine works and dredging carried out, while the main construction would take place between 2022 and 2024. She also highlighted how a premium residential facility, Cedar Valley Lodge, has been built for workers currently employed at the facility. Given the Covid-19 pandemic, seeing that workers don't have to take shuttles back into Kitimat, the closest city, helps to maintain the health and safety of LNG Canada employees and the neighbouring communities.

The Canadian Association of Petroleum Producers (CAPP) represents both large and small companies throughout Canada that explore for, develop and produce natural gas, natural gas liquids, crude oil and other oils. Mark Pinney, CAPP's manager of markets and transportation, mentioned three primary ways that CAPP has been helping the industry collaborate with the government to address the impact of Covid-19. The association is making sure that supply chains stay intact, helping maintain liquidity and preserve jobs, as well as working closely with government agencies to ensure regulatory efficiency in areas such as infrastructure development.

Satoshi Asawa, executive vice president of JOGMEC's oil and gas upstream business, explained that this government organization's mission is to ensure Japan's energy security. He said that, while Japan depends heavily on the Middle East for its oil and gas supply, Canada is increasingly becoming a steady source. Asawa also noted that, with regard to LNG, JOGMEC has three key goals: diversifying supply, establishing market transparency and reliability, as well as LNG market expansion in Asia.

Closing the forum was Shinichi Kihara, deputy commissioner for international affairs at METT's Agency for Natural Resources and Energy. He spoke to the circumstances that require use of a virtual format and the role that Canada and Japan can play in a green future. "Unfortunately, we cannot meet in person due to Covid-19. But, thanks to technology, even though we are actually so far apart, we can share common issues and converse with each other. Japan and Canada are like-minded countries with common values, and energy cooperation between our two countries will become even more important in the future, for the realization of a carbon-free society for the world at large." 🍁

"Nowhere is the importance and potential of Canada's partnership with Japan clearer than in the energy sector."

HARDWOOD HERO

Yuta Watanabe brings his *ganbaru* spirit to the Toronto Raptors

By Terukazu Ikeda

PHOTO: MOGAMI KARIYA [CC BY-SA 2.0] VIA WIKIMEDIA COMMONS

All 206cm of Yuta Watanabe's frame sprawled across Amalie Arena's hardwood floor as he dove for a loose ball.

At Tampa Bay, Fla., it was the end of the basketball game's first quarter. The Toronto Raptors trailed the Charlotte Hornets 31–29, on January 16. Watanabe hustled for that loose ball as if his life depended on it, as if his team's fate would be determined by its possession.

Watanabe finished the game with three points, four rebounds, one block and one steal in 15 minutes. A negligible stat line to the casual fan, but he plays every second with the same urgency he had for that loose ball.

"He's a guy that gives you maximum energy every time he's on the floor," said the Raptors' veteran leader Kyle Lowry in a post-game interview. "He's going to give you everything he's got. He just plays with an extreme hardness." It's the ultimate compliment coming from one of the NBA's toughest players.

ALWAYS BATTLING

Watanabe has established a role on the Raptors roster by taking utmost pride in doing all the small things right — diving for loose balls, contesting every shot that is humanly possible, staying in front of his opponent at all times and running the floor with gazelle-like speed.

The pride he takes in his own hustle, embodied by his *ganbaru* [give it your all] spirit, has attracted fans on both sides of the Pacific. In Japan, he is known as "The Chosen One." He hails from Japanese basketball royalty: his father played professionally, his mother played on the national team and his sister plays for the Women's Japan Basketball League. Watanabe received all the requisite coaching needed for basketball success

and was groomed for his current destiny. His basketball IQ and professional demeanour off the court, as seen in his countless post-game interviews, has generated a multitude of Yuta "stans" (a moniker for superfans) on social media.

When Toronto defeated Sacramento on January 9, William Lou from the *Raptors Over Everything* podcast compared Watanabe to the employee sprinting full speed to catch his bus, to avoid being late for work. "That's the speed with which Yuta Watanabe plays," he said. "Every single possession is like an all-out battle to the death. It's like an endurance test ... watching this guy."

Watanabe is fully aware of his own limitations — he has difficulty creating his own shots. He is not a rising star like his Washington Wizards counterpart, Rui Hachimura. Hachimura was a lottery pick, having been drafted ninth overall in 2019 and receiving a plethora of off-court endorsement deals. The "Rui Hachimura Effect" was so impactful that the Wizards sold its marketing rights to NEC Corporation and hired a Japanese media team to localize content around him and his team. Watanabe, in contrast, went undrafted and his role is merely to make the right decisions, defend, make the open three-pointer, limit mistakes and refrain from doing too much.

SPIRITED PLAY

Watanabe's spirit mirrors the way many Japanese perceive themselves. His predisposition to hustle comes from a type of inferiority complex — that if he fails to work as hard as he possibly can, then he won't survive the competition. It's the same existential angst fuelling Japan's sense of urgency: constantly living in fear of natural disasters or of its Asian neighbours surpassing it

"He puts his team first and does whatever the team demands."

and being left behind. Watanabe's appeal comes from what he does in spite of what he's not — a superstar. He's a role player who never takes his foot off the gas. It's the same ethos to which many Japanese and underdogs alike relate.

The Raptors have six other undrafted players, most notably Fred VanVleet and Chris Boucher, and this element of the Raptors' roster has great appeal in Japan. "I hear (Japanese) fans are drawn to the successes of undrafted players and the Raptors' distinctive culture," @RaptorsInfoJPN posted in Japanese on Twitter. The account holder said he was initially drawn to the team because of its outsider identity.





After two seasons with the Memphis Grizzlies, Watanabe has ascended slowly, being picked out of free agency by the Raptors. They liked him so much that he beat out former Raptor Oshae Brissett for a roster spot. When Toronto's newly signed centres — Aron Baynes and Alex Len — had disappointing starts this season, Watanabe's opportunity for playing time arose, as head coach Nick Nurse began using a smaller lineup.

"He's really smart. He understands the concepts and he understands where he's supposed to be," Nurse said after the Charlotte game. "And he fights. [Charlotte] was kind of going at him, thinking maybe he was going to be a weak link. And he just kept moving his feet, putting his body up and putting his hands up."

Watanabe's tenacious defence and *ganbaru* spirit is on full display at a time when more Japanese eyeballs are on the NBA than ever before. According to the website *SportsPro Media*, NBA Rakuten's subscribers grew by 600 per cent

between 2019, when the collaboration was launched, and 2020.

The e-commerce company has established the digital infrastructure to grow NBA fandom in Japan, having launched its app prior to the two 2019 preseason games played at Saitama Superdome. The Raptors played there after their 2019 championship season. Rakuten also holds the television and jersey sponsorship rights to one of Japan's favourite teams, the Golden State Warriors.

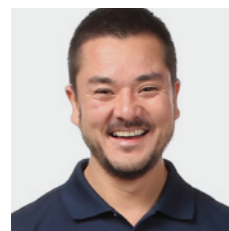
CARVING A NICHE

Watanabe's success coupled with the Rui Hachimura Effect continues to grow the game in Japan. Even though the Wizards are underperforming, their Japanese media team continues to build on last season's success.

Zac Ikuma, who reports on the Wizards in Japanese, is originally from Toronto, and according to him, the Japanese Wizards Twitter account had one of the highest engagement rates in all of the NBA during the 2019–2020 season.

"There is a lot of chatter and anticipation among fans and journalists about whether Yuta will finally receive a regular NBA contract, so there is a lot of interest among the more invested fans, too," said Ikuma, whose job also entails closely monitoring NBA social media content. He added that there has been a spike in the use of the #ラプターズ [#Raptors] hashtag.

Ikuma enthused, "It's so great to see Yuta blossom with my hometown Raptors!" As he thought about being able to travel again in a post-Covid world, he said, "I cannot wait for Toronto fans to see him play his heart out at Scotiabank Arena. They're going to love him even more."



Zac Ikuma

Japan's NBA analyst Chris Sasaki, who has been featured on NHK and Rakuten TV, is also excited about the NBA's growth in Japan. His YouTube channel has received more than 19,000 subscribers and NBA *otaku* (nerds) tune into his in-depth analysis.

"I get a great response on my YouTube channel whenever I talk about Yuta," said Sasaki. He also thinks Watanabe, along with other undrafted Raptors players, will continue to provide a blueprint for other players flying under the radar.

"What's not to like about him?" Sasaki asked about Watanabe. "Him carving out a niche as a rotational player after being an undrafted one makes his rise even better. I think people really gravitate towards how he puts his team first and does whatever the team demands."

Watanabe will never be an NBA superstar. But his all-out effort to outwork every player on the hardwood will earn the respect of the league. The NBA has given the world a temporary respite from our collective coronavirus reality, and Watanabe's hustle in a Raptors uniform has caught the attention of fans around the world. His steady rise will continue inspiring Canadian and Japanese fans to embrace the *ganbaru* spirit in their daily lives. 🍁



PHOTO: TWITTER.COM/RAPTORSINFO.JP



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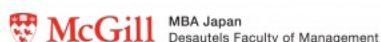
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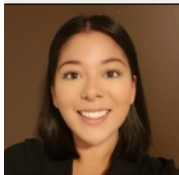
Kristie Collins

I originally hail from Prince Edward Island, but will soon celebrate 20 years of living and working in Japan. I am an associate professor of gender studies and Canadian studies at Reitaku University, Chiba Prefecture, and my research ranges from lived experiences and media representation of female singleness to strong female characters in Canadian literature and foreign women in Japanese academia. I am looking forward to meeting other CCCJ members who share an interest in tackling social justice and gender issues.



Sean McGinty

I am an associate professor at Nagoya University's School of Law. I teach a variety of law subjects but my main research focus is on corporate law and, more specifically, the rules governing executive remuneration. I'm originally from Ottawa, but went to law school at the University of Victoria, before coming to Japan to do a Doctor of Laws degree at Kyushu University. I'm happy to be joining the CCCJ in order to broaden my connections to the Canadian community in Japan.



Michaela Sullivan-Paul

I have recently relocated from Kelowna, British Columbia, to Paris, France, to begin a double master's degree in Public and International Policy at the Paris Institute of Political Studies (generally known as Sciences Po) and The University of Tokyo. I have joined the CCCJ to complement my academic endeavours and create professional relationships to be solidified upon my arrival in Japan, scheduled for this September. I look forward to working with you all at the CCCJ in helping to create stronger and lasting relations between Canada and Japan.

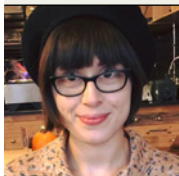
INDIVIDUAL



Harold Godsoe

I am a social and economic Japan optimist, and a Canada-trained, U.S.-licensed attorney. Currently, I work at Kojima Law Offices in Tokyo, with teams of Japanese lawyers, with whom I manage international corporate matters. I earned an LL.M. and taught law at American University Washington College of Law in Washington D.C., was awarded my Juris Doctor by the University of Western Ontario, and my undergrad degree by Dalhousie University. I'm a proud native of Halifax, Nova Scotia.

NON-KANTO INDIVIDUAL



Nola Lacey

I am an incoming Co-ordinator of International Relations for Nara Prefecture, as part of the JET Programme, and an MBA Student at GLOBIS University in Tokyo. I am from Toronto, Canada, and enjoyed taking Japanese studies at the University of Toronto and while an exchange student at Rikkyo University in Tokyo. I joined the CCCJ because I want to raise awareness about Canada in Japan, and promote bilateral relations.



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