

THE CANADIAN

QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN

A portrait of Ailish Campbell, Chief Trade Commissioner, smiling. She has blonde hair and is wearing a white blazer over a light-colored top and a necklace. To her left is a large red maple leaf graphic.

BUSINESS CHAMPION P10

Chief Trade Commissioner Ailish Campbell on helping Canadian companies thrive overseas



AN ELEVATED WAY TO FLY

INTRODUCING AIR CANADA SIGNATURE SERVICE

Air Canada Signature Service sets a higher standard of premium travel by elevating the end-to-end experience from check-in to landing. Available now on all international mainline flights operated by our 767, 777, 787 and A330 aircraft.

LEARN MORE

aircanada.com/SignatureService



A STAR ALLIANCE MEMBER 

CONTENTS

VOLUME 19 | ISSUE 02 SPRING 2019



5 EDITOR

Something in the Air
ALEC JORDAN

7 CHAMBER VIEW

Spring Forward
NEIL VAN WOUW

9 CANADA-JAPAN NEWS

10 BUSINESS CHAMPION

Chief Trade Commissioner Ailish Campbell on helping Canadian companies thrive overseas
ALEC JORDAN

13 MISSION STATEMENT

Exploring gender diversity and empowering women-owned businesses
MEGAN CASSON

15 OPENING DOORS

Two perspectives on how women-owned SMEs can find success
MEGAN CASSON

17 GRAND TOUR

Group of students from Atlantic Canada explore Japanese business and culture
JOHN HERBERT

20 MORE THAN MAPLE SYRUP

Catching up with Canadian exhibitors at Asia's largest food show
JULIAN RYALL

22 NOW YOU CAN VOTE...

Long-term expats finally have the right to show their hands — make the most of it
JOHN R. HARRIS

24 STRONG BONDS

Rio Tinto's ties between Canada and Japan run deep
ALEC JORDAN

27 POWERFUL PLATFORM

Shopify may be new to Japan, but it's already making its presence felt
JULIAN RYALL

28 EVENT

Tohoku Youth Project

29 EVENT

Joint Chamber Networking Sake Night

31 HIGH ON THE HOG

HyLife Pork Table has quickly made its mark on the restaurant scene
ALEC JORDAN

32 NEXT EVENTS

33 NEW MEMBERS

34 THE EXPO BARON

Shinkichi Tamura pioneered Japan-Canada trade and ties
TIM HORNYAK





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

The Canadian Chamber of Commerce in Japan

La Chambre de commerce du Canada au Japon

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

Chair
NEIL VAN WOUW
Vanten K.K. | neil@vanten.com

Vice-Chair
ROBERT FULLER
Currie and Brown | robert.fuller@curriebrown.com

Executive Director
MATTHEW KETCHUM | matt.ketchum@cccj.or.jp

Office and Event Manager
MARIE OHASHI | marie.ohashi@cccj.or.jp

**508, 509 HULIC
& NEW SHINBASHI**
2-11-10 Shinbashi
Minato-ku
Tokyo 105-0004
Japan

Tel: +81 (0)3 6811-2391



The Most Popular Souvenir in Japan.



With a history spanning four generations, Asakusa cutlery maker Kamata Hakensha knows how to slice it. The company's 800-strong product lineup includes top-grade handmade, as well as factory-produced, knives.



Japan.
Tax-free
Shop



Hand-engraving

We are pleased to offer additional services for knives purchased, with free hand-engraving, and deeper sharpening (fee required) available. We are looking forward to hearing from you.



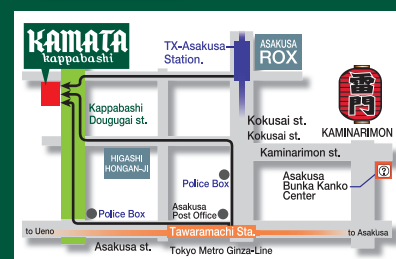
TEL: 03-3841-4205

2-12-6 Matsugaya, Taito-ku, Tokyo 111-0036 JAPAN
Opening Times: 10 am - 6 pm
www.kap-kam.com/index_english.html



Third generation owner
and master craftsman
Seiichi KAMATA

Please feel free to contact me
if you have any questions.



SOMETHING IN THE AIR

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



Every spring brings longer days, warmer weather and — finally! — a chance to pack away those winter coats. But it's a rare spring indeed that offers the chance to welcome in a new Imperial era, which we'll get to do on May 1.

OPPORTUNITIES

Other good things have been afoot with the changing seasons. On April 1, another round of tariff cuts went into effect as a part of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership. And as our discussion with Chief Trade Commissioner Ailish Campbell (page 10) goes to show, this is just the beginning of the many opportunities that will be opening up for large companies, as well as small- and medium-sized enterprises, in both Canada and Japan.

One example of this is the Canadian Technology Accelerator, which will help

to bring a variety of innovative Canadian businesses to Japan. Meanwhile, Canadian women-owned businesses (page 13) that are focused on elder care are beginning to explore the Japanese market, where their products and services could prove highly valuable in the years to come.

SUCCESS STORIES

Three businesses that we profile in this issue show different ways in which ties between Canada and Japan can be strengthened. In the case of Rio Tinto (page 24), the Canada-Japan relationship goes back decades, and involves raw material from Canada being used in Japan to make everything from pigment to artificial joints. Shopify (page 27) is a much newer company, but the e-commerce platform that has been a hit in many countries around the world is already off to an impressive start here, and we're expecting to hear great things from them in the years to come. Finally, HyLife Pork Table (page 31) is a Daikanyama restaurant that serves Canadian pork dishes,

and it has been a hit with Tokyo diners since it opened in 2016.

GET OUT THE VOTE

For many of us expats, it can be very frustrating to see political events in our home countries unfold and feel as if we don't have any influence on them. It's even more frustrating to have lost the right to vote because of having lived outside of one's native country for what some have considered to be "too long." Until very recently, that has been the case for Canadians who have lived overseas for longer than five years. But the passing of Bill C-76 in December 2018 and a subsequent Supreme Court ruling have given all Canadian expats over 18 the right to vote. However, as explained on page 22, politicians back home may not be pushing very hard for the expat vote, which is why expats who want to make their voices heard need to take matters into their own hands — starting with the important step of getting registered. 🍁

thecanadian.cccj.or.jp



www.custom-media.com

Publisher
Simon Farrell
simon@custom-media.com

President
Robert Heldt

Editor-in-Chief
Alec Jordan

Staff Writers
Megan Casson
Nathalie Muto

Art Director
Ximena Criales

Graphic Designers
Michael Pfeffer
Charlotte Boisdequin

Head of Project Management
Megumi Okazaki

Advertising Sales Manager
Edvard Vondra

Account Managers
Denis Sigal
Garreth Stevens

Business Development
Leon van Houwelingen
Jody Pang
Kotaro Toda

Media Coordinator
Misa Yashiro

Project Coordinators
Ayako Nakamura

Custom Media

Publishers of *The Canadian* for the Canadian Chamber of Commerce in Japan, Custom Media is an award-winning bilingual, digital integrated marketing, content creation and strategic communications agency in Tokyo. Our focus is on print and digital publications, marketing solutions, social media, branding, websites, apps and videos in three areas: strategy, creation and digital.

Daiwa Azabudai Bldg. 6F
2-3-3 Azabudai, Minato-ku,
Tokyo 106-0041

Tel: 03-4540-7730

© 2019 Custom Media K.K.



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

BUN-SHIN Printed by Bun-shin

Quality you can see
Integrity you can feel
Experience you can trust



West Canada Homes has been building custom homes in northern Japan for more than two decades. Working closely with our clients, we take pride in being able to bring their dream homes to life.

From mountainside getaways to ultramodern condominiums, we approach every project with passion, commitment, and the highest level of professionalism.

Feel free to contact us anytime to discuss your project.



West Canada Homes

Niseko, Japan

Tel: 0136-21-3838 | info@westcanadahomes.com

www.westcanadahomes.com

SPRING FORWARD

By Neil van Wouw

Chair

Canadian Chamber of Commerce in Japan

Spring is the season of new beginnings. As I write this, the glorious embodiment of renewal in Japan — the sublime, yet fleeting cherry blossom season — is in full swing, and shortly after you read this issue, a new Japanese Imperial era, Reiwa (令和), will start.

It's also a time for renewal at the chamber, as we are soon to be welcoming our new executive director, Matthew Ketchum. I'd like to thank Jim Zhang on behalf of everyone at the Canadian Chamber of Commerce in Japan (CCCJ) for his hard work and dedication to the chamber over the past three and a half years. We wish him all the best in his next endeavours and look forward to welcoming him back as a member. Speaking personally, it has been a real pleasure and an honour to work closely with him.

CELEBRATING CONNECTIONS

It certainly feels like springtime for Canada–Japan relations as well. This year marks the 90th anniversary of bilateral diplomatic relations, and we are seeing renewed excitement and vigour from both sides at levels we haven't seen for years.

This issue is packed with stories that highlight some of that excitement. We cover the very successful Asia Pacific Foundation of Canada's First Women-only Business Mission to Japan (page 13), which took place at the beginning of April. You can also read about some of the members of the annual mission of Canadian food companies that exhibited at Foodex (page 20), Asia's largest trade show for the food and beverage industry.

Education, for example, provides great opportunities for our two nations to learn more about each other. As a group of students from Acadia University in Nova Scotia (page 17) found out while on a visit to Japan that was part

of a business course they were taking. Although this country has a unique business environment, they learned, Japanese and Canadians have many characteristics in common.

Then, from March 3 to 10, CCCJ members and friends hosted 14 high school students from Takata Senior High School in Rikuzentakata, Iwate Prefecture. They interned at a number of companies, marking the seventh consecutive year of the Tohoku Youth Project (page 28).

Finally, in a delicious way to celebrate Japanese culture, on March 22, the CCCJ and several other chambers held a Sake Night (page 29) that featured 19 amazing sake brewers from across Japan. Read about it and see some photos from this unforgettable night.

GET INVOLVED

Keep an eye on our weekly newsletter for some great speakers and events coming up, including a closer look at the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and the opportunities it brings for Canada and Japan.

As Japan's foremost business community of Canada–Japan stakeholders, the chamber



now is more important than ever. Just by being a CCCJ member you are supporting this unique community of stakeholders, and the important work it does. Our membership covers 35 business sectors, and together we have a knack for finding those issues we can weigh in on and influence as only we can.

If you haven't already, why not take a closer look at the inner workings of the chamber by joining our monthly Hackathon and New Member Orientation. Find out who's who and who's new. You might be surprised at how easy it is to get involved — not to mention how rewarding and how much fun it can be!

In addition, we are about to have our annual elections at the chamber. More than half of the board members will be up for election, ahead of the Annual General Meeting on June 12. Make sure to mark the date on your calendar. 🍁

It certainly feels like springtime for Canada–Japan relations ... and we are seeing renewed excitement and vigour from both sides at levels we haven't seen for years.

FRIDAY MAY 31, 2019, AT GRAND HYATT TOKYO

DOORS OPEN AT 6:30PM

EXECUTIVE
FIGHT NIGHT IX



Visit executivefightnight.com
to get your tickets and be part of the action!

— SPONSOR PACKAGES ARE ALSO AVAILABLE! —



All proceeds benefit **Shine On! Kids' Hospital Facility Dog Program.** Shine On! Kids supports kids with cancer and other serious illnesses in 21 hospitals throughout Japan.

sokids.org



Supported by:



ACCEA
www.accea.co.jp



BRITISH AIRWAYS

EMPIRE

GRAND | HYATT
TOKYO

You're our world

Srilankan Airlines





Joint venture plans to expand

LNG Canada, the Kitimat, British Columbia, industrial energy joint venture project led by five companies, including Japan's Mitsubishi Corporation, has plans to expand. According to a March 16 statement issued by the Canadian Broadcasting Corporation, this is even though the large-scale natural gas export facility has not yet been completed. The current cost of the project is estimated to be more than C\$40 billion. LNG Canada Chief Executive Andy Calitz believes that it is just "a matter of time" before the LNG Canada consortium makes a commitment to expanding the site where the natural gas is to be liquefied and from where it will be exported. He refrained from speculating about the cost of the anticipated expansion.

PHOTO: PETE TRABUCCO [CC BY-SA 3.0] VIA WIKIMEDIA COMMONS



Québecer CTV anchor awarded Order of Canada

After more than three decades of working in Canadian broadcasting, Mutsumi Takahashi, CTV Montreal's chief news anchor was invested into the Order of Canada, a March 14 *CTV News* story reported. The Order of Canada is the nation's highest civilian honour. Takahashi began her career in 1982 as a reporter and four years later became an anchor. Takahashi has been recognized on numerous occasions over her career, having been accorded an honorary doctorate by Concordia University and a lifetime achievement award by the Radio Television Digital News Association. Takahashi was born in Shiroishi, Miyagi Prefecture, and moved to Canada as a child.

Mazda, Mitsubishi name new Ontario bosses

As reported by *Strategy* on April 3, Mazda Canada Inc. and Mitsubishi Canada Motor Sales of Canada Inc. have made changes at the executive level. In March, 27-year veteran David Klan was appointed president and CEO of Mazda Canada, replacing Masaharu Kondo. Klan, who sees the company's greatest opportunity in the compact SUV segment, is also looking to move Mazda Canada in a more premium direction. Shortly after Mazda Canada's announcement, Mitsubishi Canada revealed that Juju Jeon had been appointed president and CEO. He has succeeded Tony Laframboise. Jeon's priority is to expand the company's "made in Canada" campaigns.



Japan Tobacco gets court protection in Canada

As reported in a March 11 article in *The Japan Times*, Japan Tobacco Inc.'s Canadian unit was granted creditor protection by the Ontario Superior Court after a legal defeat. Japan Tobacco Canada's unit, as well as the Canadian units of British American Tobacco Plc and Philip Morris International Inc., were ordered to pay damages of roughly C\$17 billion after losing an appeal in a class action suit filed by a group of Québec smokers. Japan Tobacco claims it does not have the capacity to pay damages. The lawsuit stems from a 1998 case where smokers claimed they were not warned by tobacco companies about the dangers of addiction and smoking-related illnesses.



New trade pact with ASEAN?

The countries that make up the Association of Southeast Asian Nations (ASEAN) and Canada are exploring the possibility of an ASEAN-Canada free trade agreement (FTA), according to *The ASEAN Post* on April 6. The idea of an ASEAN-Canada FTA was first proposed in 2016, and last November Prime Minister Justin Trudeau told ASEAN leaders that an agreement was actively being considered. ASEAN is Canada's sixth-largest trade partner, while Canada is ASEAN's ninth largest. Jim Carr, minister of international trade diversification, recently said that increasing business with the fast-growing and progressive economies found in ASEAN is important for diversifying Canada's trade and investment opportunities.

BUSINESS CHAMPION

Chief Trade Commissioner Ailish Campbell on helping Canadian companies thrive overseas

By Alec Jordan

Around the world, there are more than 160 Trade Commissioner Service offices, which are dedicated to helping Canadian companies grow and thrive in overseas markets. Overseeing the operations of these offices is one of the many duties of Chief Trade Commissioner Ailish Campbell, who is also assistant deputy minister of International Business Development.

The career that has led up to her current positions is equally impressive. She earned a D.Phil. in International Relations from the University of Oxford and has been recognized by the World Economic Forum as a Young Global Leader. Before joining the Trade Commissioner Service, Campbell was a general director at the Department of Finance and vice president of Policy, International and Fiscal at the Business Council of Canada.

Campbell was recently in Tokyo, on a trip that coincided with the First Canadian Women-only Business Mission to Japan (page 13), at which she was a featured speaker. During her visit, she spoke with *The Canadian* about the influence that the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) has already had in the Asia-Pacific region, the launch of the Canadian Technology Accelerator (CTA) program in Tokyo, as well as the oppor-

tunities that the mission opens up for female business owners.

How often do you come to Japan?

I try to come at least once a year. I'd like to come to Japan more. It's a fantastic market. Japan and Canada have so many synergies. I think there's a real appreciation for high-quality consumer products, in particular, here. A lot of innovation is happening, and we have an amazing team at the Canadian Embassy.

As the CPTPP continues to gather momentum, what are your thoughts about its effect on global trade so far?

We've already seen businesses tell us that they've had a surge in exports to Japan, particularly in areas where there have been high tariff cuts. Where there had been tariffs of five, 10 or 15 per cent, they are starting to come down immediately upon implementation of the CPTPP. That starts having real value for businesses, and it starts having real value for consumers who can get products cheaper.

What I can tell you from our experience with our other free trade agreements is that products which see tariff cuts will experience an increase in exports, and we're really excited to see more two-way trade with Japan.



What kinds of Canadian businesses would you like to see getting involved with trade through the CPTPP?

The answer is all of them. Particularly, we're focusing our efforts on high-growth companies. So many more companies are in digital- or IT-related sectors, and they're going global much more quickly — much earlier in their business plans — than traditional businesses might have done. Of course, we're also strong in the natural resource sectors. We've got the potential to continue to be a global protein superpower — whether that's plant-based protein, seafood or beef and pork, which are hugely popular here in Japan.

But we're also doing our best to make sure that small businesses get the most out of the CPTPP. One thing that I really want readers of *The Canadian* to know about is our CanExport Program. It's there for small businesses to come to Japan for the first time or to develop a new product in Japan. Through the program, we can cost-share projects with exporters, up to C\$50,000 for a project. I think it creates just a little bit more incentive and puts out a message that says, "Hey, you're going to have some skin in the game as an entrepreneur and a small business owner, and the Trade Commissioner Service wants to partner with you and also provide funding to help mitigate some of the risk that goes with entering a market like Japan."

Can you tell me about the recent launch of the CTA program in Tokyo?

We're very excited about that. What the Canadian Technology Accelerator program [of Global Affairs Canada] does is provide an extensive amount of services to a small number of companies, which helps them grow their business faster through international trade and keep them connected to Canada.

We started it in the United States, starting in the big tech markets — San Francisco, Palo Alto, New York and Boston. And I'm just thrilled that we were able to show that we helped to accelerate a number of companies and sped up their acquisition of customers. And that means the onboarding of new ongoing revenue for clients. In turn, that means they're

Go global, and use the Trade Commissioner Service — we're here to serve businesses of all sizes. We want to hear from them.

able to grow their business back in Canada more quickly. And this success led to us pitching — kind of like entrepreneurs ourselves inside of the government — to bring that series of more intense programs to Asia. And we're recruiting candidates for the Tokyo CTA as we speak.

How do you think that the First Canadian Women-only Business Mission to Japan can help inspire strong ties between female members of the Japanese and Canadian business communities?

Well, I think first and foremost, we're here to introduce companies, many of whom have not been to the Japanese market. And we chose a subsector — elder care — that is really relevant to the Japanese economy. It's about taking care of the elderly and giving them lives of dignity, but also reducing the burden on families who are involved in caring for a senior citizen. So, as a part of the mission, we've got Canadian companies involved in everything from digital and health applications to better managing hospital data to actual services and products for senior citizens.

Do you have any message that you'd like to share with female business leaders and, particularly, entrepreneurs?

It's to go global, and use the Trade Commissioner Service — we're here to serve businesses of all sizes. We want to hear from them.

Are there any industries in which you would like to see more Canadian and Japanese women getting involved?

I think that question is as individual as the women themselves, so I wouldn't want to tell them what to do. I am a big believer that my job is to provide good public services that create value for business with our global



Ailish Campbell delivers remarks during the First Canadian Women-only Business Mission to Japan.

team. But I think it would be sort of amusing for a bureaucrat to tell business what to do. They should be in the sector where they can make a profit, and where they can have value that they feel is aligned with their interests and their customers. And then, the real question is: Are we in the Trade Commissioner Service providing them enough value?

And we learn every day from our business clients and every service that we provide around the world. You know, some trade commissioner somewhere had a business say, "I really like what you do, but what I really need help in is this." And over time, entrepreneurial trade commissioners have developed new services.

Particularly in the case of the CTA program, I'm really proud that trade commissioners piloted that in the United States, and now we're scaling it out globally. So, we're really here to listen to business. 🍁



ROBERT WALTERS JAPAN

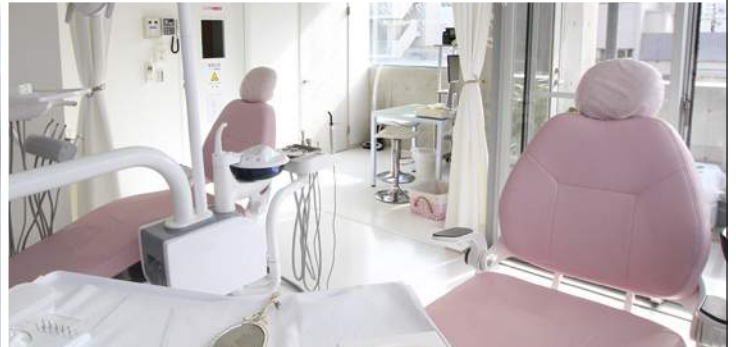
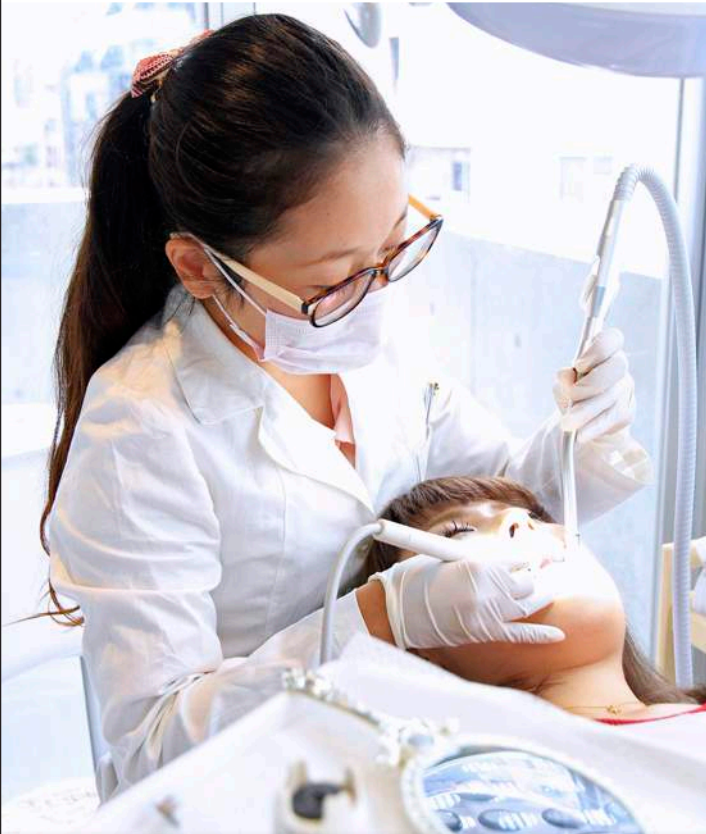
PERMANENT & TEMPORARY RECRUITMENT

Companies staffing for the constantly changing marketplace demand adaptable business partners like Robert Walters. Since 1985, the group has offered permanent and temporary recruitment options across all industries and levels of seniority. For a recruitment firm that caters to your company's unique bilingual hiring needs, speak to one of our consultants specialising in your industry sector or visit our webpage at www.robertwalters.co.jp

Tokyo (03) 4570 1500 Osaka (06) 4560 3100 info@robertwalters.co.jp

ROBERT WALTERS

Cleaning • Whitening • General Practice • Cosmetic Dentistry



**Providing worry-free,
bilingual dental services
since 2014**



*Azabujuban
Cler Dental Clinic*



OTM Building 5F, 2-3-8 Azabujuban, Minato-ku | 0120-422-100 | www.clerdental.jp/en

MISSION STATEMENT

Exploring gender diversity and empowering women-owned businesses

By Megan Casson

Canada and Japan work together on many fronts. International groups and agreements such as the G7, G20 and Comprehensive and Progressive Agreement for Trans-Pacific Partnership provide strong bilateral links.

And this year marks the 90th anniversary of Canada's diplomatic presence in Japan. As a way of highlighting these important connections and to advance gender parity in both nations, the Asia Pacific Foundation of Canada organized the First Canadian Women-only Business Mission to Japan. It included a series of talks that were held at the Embassy of Canada to Japan in Tokyo on April 2.

STRONG START

Opening the first day's presentation was Christine Nakamura, vice-president for the Asia Pacific Foundation of Canada's Toronto office and the mission project director. The mission was organized with a view to building women's partnerships in the care economy. As Nakamura explained: "Japan, as an aging society, and with Canada following in its footsteps, made us focus on elder care specifically, as we felt that addressing the challenges and responsibilities of elder care through the promotion of women

entrepreneurs in the sector could enable the emergence of a strong engine for future economic growth."

Other discussions touched on the advancement of women in the workplace, trends and issues related to elder care and the care economy and how Ottawa can support women in business.

GLOBAL WOMEN

Opening the first panel discussion, Ailish Campbell (page 10), chief trade commissioner and assistant deputy minister of International Business Development at Global Affairs Canada, spoke about the steps Ottawa is taking to ensure that investments are being made in women-owned and women-led businesses. She mentioned the Business Women in International Trade program and how it helps Canadian women-owned businesses to successfully expand into global markets by assisting with business planning, mentorship, investments and ongoing support.

Another speaker was Seiko Noda, chair of the Budget Committee of Japan's House of Representatives and former deputy prime minister and minister in charge of women's empowerment. She discussed women's advancement in Japan, particularly in the context of the aging society and workforce.

Mona Nemer, chief science advisor with the Government of Canada, addressed the topic of how to support women in the science, technology, engineering and mathematics-related education curriculum. Known collectively as STEM, these subjects are the foundation blocks of future business. She highlighted the importance of supporting the development of women in STEM fields.

GENDER PARITY

Another panel discussion, titled "Gender Diversity is Good for Business," was moderated by Linda Mantia, chief operating officer at Manulife Financial Corporation. It focused on unconscious bias within the global workforce and the steps that can be taken to encourage diversity and inclusion. Other panel participants were Tomomi Sugahara, representative director of the Emerald Club, an association of women CEOs; Beatrix Dart, co-chair of the business mission; Janice Fukakusa, chancellor of Ryerson University in Toronto and co-chair of the business mission; as well as Yukako Uchinaga, board chair of the Japan Women's Innovative Network.

Fukakusa spoke about her own experience at a large Canadian bank, where she was chief financial officer and chief administrative officer. "I said that everyone who brought a staffing list to the executive committee must have a female on the staffing list and they have to have someone who is a visible minority," she recalled. Changing working conditions to benefit all types of people is critical in achieving success, she emphasized.

"Through developing these kinds of approaches, you build it in to the business process," she explained. Similarly, Uchinaga said, "In Japan, we have to change the traditional, old style culture ... If you want to be a leader in a business segment, you have to find a new business model, or you will not keep up."

At the end of the session, panellists spoke about how men can assist in achieving a more gender-balanced workforce. Dart spoke about how men and women have to work together to really make a change. "It will not change if we, as women, just stand there and whine ... It is much better to have joint committees where men and women can say, 'This is a societal issue: how can we solve this together?'" 🍁



Vianne Timmons, Ailish Campbell, Seiko Noda and Mona Nemer

"It will not change if we, as women, just stand there and whine"

Schedule a fitting
with suit connoisseur
Vinod Bahrunani
during his Tokyo visit
on May 14-16

sales@eutailors.com
080-4130-0091
(on visit dates)

Appointments at:

Tokyo American Club
2-1-2 Azabudai, Minato-ku
(May 14-16)

Please note that nonmembers can
also have fittings at the club.

TAILOR-MADE STYLE

**Bespoke men's and ladies'
fashion at Hong Kong prices**

suits from \$395
blazers from \$275
tuxedos from \$595
overcoats from \$650

trousers from \$135
shirts from \$69
(minimum of four shirts)

Other superfine quality
suits from
\$550 to \$2,900

Prices in US dollars
(excluding shipping);
delivery in three weeks

www.euromerican.com

OPENING DOORS

Two perspectives on how women-owned SMEs can find success

By Megan Casson

Following the conference that was held during the First Canadian Women-only Business Mission to Japan, we had the chance to put a few questions to the mission's co-chairs, Janice Fukakusa and Beatrix Dart.



Janice Fukakusa
Chancellor of
Ryerson University

Why should women-led Canadian small- and medium-sized enterprises (SMEs) reach out to Asian markets – particularly Japan?

Asian markets are rapidly growing and provide a great opportunity for Canadian entrepreneurs to export, partner and raise capital with their growing firms. Canada and Japan are among the largest economies that are signatories to the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, so it is a natural combination.

What are the specific opportunities and challenges for Canadian SMEs that are planning to expand to the Japanese market?

The biggest opportunities are expanding the customer base and forming valuable partnerships. I think the

biggest challenges for these SMEs is accessing the “right” companies.

How can gender diversity improve the prospects of Canadian SMEs that are planning to expand to Japan?

Gender diversity is a very big imperative for Japan today, so companies are very motivated to promote the diversity of their suppliers and partners.

How are the struggles of women leading SMEs different in Japan and Canada?

Actually, I think there are a lot of similarities in the difficulties they face in both countries: access to networks, partners and customers as well as unconscious bias.



Beatrix Dart
Professor of strategy at the
Rotman School of Management,
University of Toronto

What do you most want to see achieved through the mission?

SMEs are the backbone of the Canadian economy, but only 16 per cent of these enterprises are women-owned or women-led. Women entrepreneurs face many barriers, such as accessing capital, expertise and networks, which also hinder their export readiness. This mission is offering Canadian women entrepreneurs amazing opportunities to enhance their international networks and open doors to new business relationships and future growth. At a minimum, we will enable Canadian women entrepreneurs to gain valuable business insights and contacts through this mission. But I have no doubt that we also will see some concrete business deals emerging during their stay in Japan.

What advice would you give to women SME owners who are looking to expand into Japan?

Women entrepreneurs are ambitious and results oriented. However, establishing new relationships and learning about a new business culture requires patience and resilience. Negotiating business deals

in Japan might take a longer time than in the North American culture, as multiple layers might need to agree and be brought into the deals. But once they are signed, there is comfort in follow-through and delivering on the promised deal, as honesty and honourable behaviour are cornerstones of Japanese culture.

Are there plans for future missions like this, and on what other industries might you like to focus?

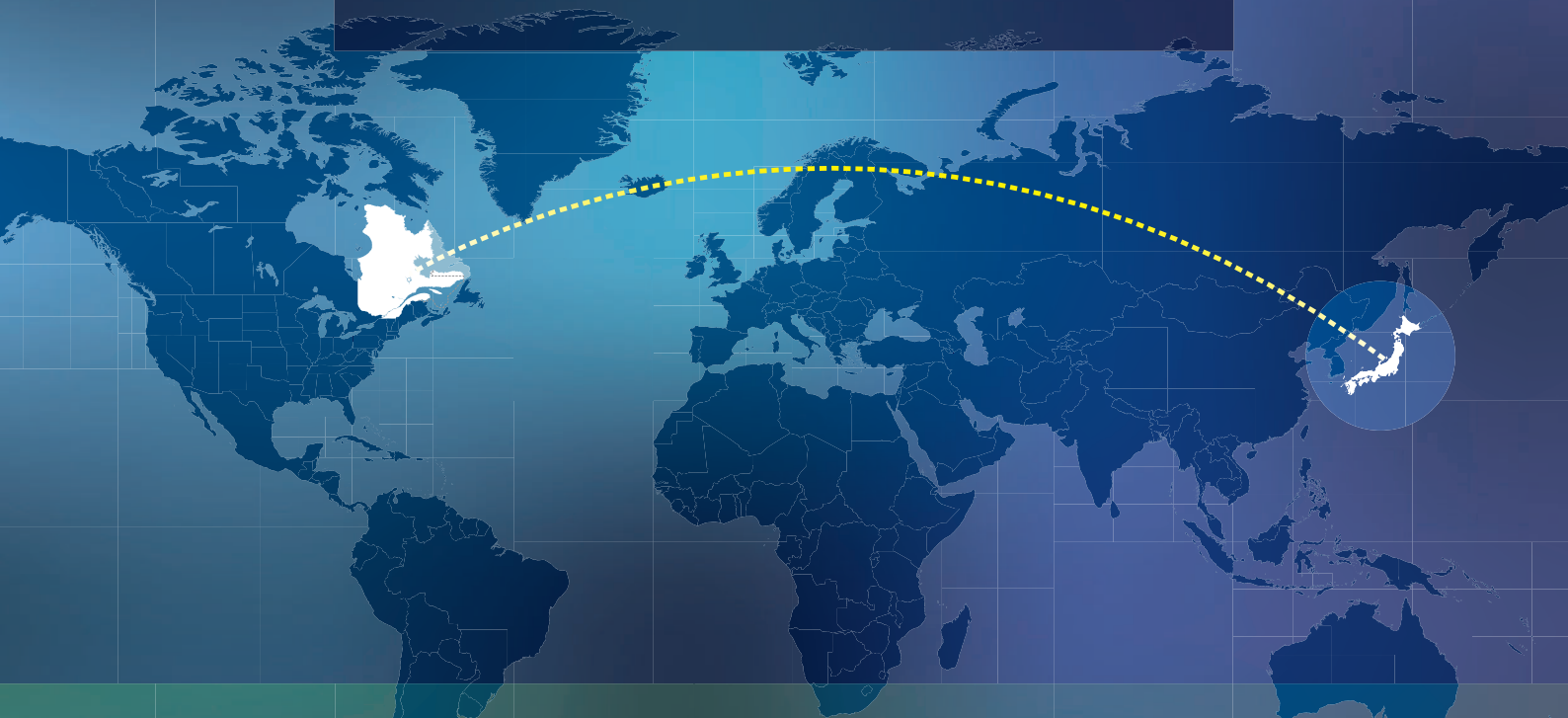
Absolutely! We already heard from women entrepreneurs that they would appreciate a similar supported entry into other Asian countries. Collaborating with the Canadian Business Women in International Trade, a service program offered via Canada's Trade Commission, has been a very successful approach for the Japan mission. In addition, the support from the Canadian embassy and the personal networks and contacts via the Asia Pacific Foundation allowed us to open doors for the women entrepreneurs beyond what an individual could accomplish. We hope to replicate this in other markets. 🍁

Québec

VOTRE PARTENAIRE D'AFFAIRES POUR INNOVER!

YOUR INNOVATION BUSINESS PARTNER!

革新に向けたビジネスパートナー



RESEARCH AND INNOVATION

\$6.6 million over five
years to support
research and innovation

リサーチと
イノベーション

5年で660万カナダドルの
サポート



DIGITAL ARTS

World-renowned
companies
Highly skilled
workforce

デジタルアート

世界で名高い企業

有能な人材



INFORMATION AND COMMUNICATION TECHNOLOGY

Attractive tax
incentives for
businesses

IT:情報通信技術

企業に有利な優遇税制



MULTIMEDIA

World's 5th largest
video game ecosystem

マルチメディア

ビデオゲーム産業において
世界第5位



ARTIFICIAL INTELLIGENCE

Montréal: a world-class
hub in deep learning

人工知能

モンREAL:
ディープラーニングの
世界級ハブ

Quebec.ca/tokyo

ケベック州政府在日事務所

@QuebecJP

@QuebecJapon

Québec

GRAND TOUR

Group of students from Atlantic Canada explore Japanese business and culture

By John Herbert

Early on the morning of February 13, Acadia University Professor Conor Vibert, Acadia's F.C. Manning School of Business Director Paul Callaghan and 10 students set off for Halifax's Stanfield International Airport. They had a one-hour drive from the university campus in Atlantic Canada's Annapolis Valley ahead of their 6:30 a.m. departure for Toronto, from where they would fly to Haneda International Airport.

The group spent a nervous 45 minutes sitting in the plane on the tarmac, waiting for blizzard-like conditions to abate before the wind finally died down, the go-ahead was given for the plane to take off and, much to the relief of the class, the journey was under way.

The trip was a part of Business in Japan, a course that would take the group around business and cultural sites in the country. The students had been meeting once a week to learn about Japanese culture and business practices, and to gain background information about the Kansai region and Tokyo. An Osaka native and Wolfville, Nova Scotia, resident, Shoko Hatanaka, introduced the students to some basic Japanese vocabulary and the proper way to exchange business cards.

The places they had been learning about and were to visit couldn't have differed more from the small town where Acadia is located. Congestion at the local stop sign in town can mean a three-minute wait. That said, Acadia consistently ranks among the top undergraduate universities in Canada, according to an annual survey by *Maclean's* magazine.

Vibert, a business strategy professor, had decided to take the plunge in March 2018

and create the course. The move was based on his personal experiences and contacts in the country, which he has visited more than 15 times to see family since the mid-1990s.

He had spent 11 months bringing a number of pieces together to make the 11-day trip possible, doing everything from liaising with representatives of Japanese multinationals and briefing parents to creating course content and researching subway routes in Nagoya.

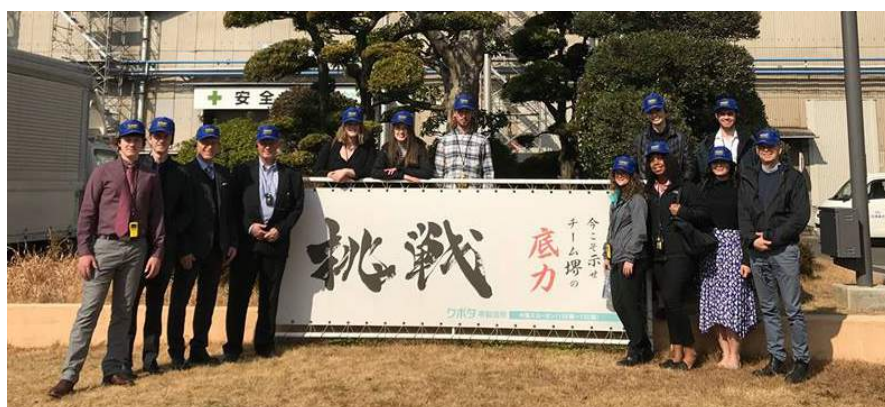
A trip in April 2018 to visit companies and tourist spots was also part of the preparation. In terms of organizing the trip, he said his

Japan network was invaluable — this included Mike Takeda, a professor at Doshisha University; Junko Inoue, a Doshisha alumna whose daughter had spent a year at Acadia studying English; staff at the Embassy of Canada to Japan in Tokyo; and a representative of Rio Tinto Japan (page 24).

ON THE ROAD

The group hit the ground running. Shortly after they arrived, students travelled to Nagoya to view the Toyota Commemorative Museum of Industry and Technology, which features working robotics and state-of-the-art manufacturing equipment.

Separate day trips to Sakai on the outskirts of Osaka allowed the group to see the production facilities of Kubota Corporation and Daikin Industries, Ltd., brands that are well known and recognized throughout Atlantic Canada. At both companies, students were



The group pays a visit to Kubota in Osaka.



Raise the Good in Food



MAPLE LEAF FOODS JAPAN INC.

**Toranomon 2-chome Tower 10F
2-3-17 Toranomon, Minato-ku, Tokyo
TEL: 03-3595-6841 / URL: <http://www.mlfj.jp>**



Visiting Daikin in Osaka (left), and Rio Tinto Japan in Tokyo (right)

struck by how the Japanese drive for perfection influences the way that work is done on the production line.

Daikin also welcomed the students to its Technology and Innovation Center and gave them a tour of their factory. Brendan McNeil, one of the students on the program, was amazed by the experience: “It struck me the moment I walked into the Daikin factory — floors so clean they could be eaten from, orderly rows of machines and workers, all moving in a sort of dance — it was like you could hear the rhythm of efficiency in the air.”

One of the most satisfying experiences of the trip was the reception hosted for the Acadia students by Doshisha at its downtown Kyoto campus. A university restaurant served as the location for a leisurely evening of food and conversation that brought together the Canadian students with a group of 10 Doshisha students who had studied English for one year at Acadia’s English Language Centre.

Something that the students realized during their conversations was that, even though they came from different cultures, they shared many similarities when it came to personal desires and values. Some of the Japanese students served as tour guides when the Canadians spent the following evening in Osaka’s Dotonbori neighbourhood.

In the Tokyo area, students learned about insurance during a visit to Manulife Japan; the commercial operations of a major company at Iwatani Corporation’s offices; the Japanese market for minerals at Rio Tinto Japan; and the business of Japanese job hunting at Leverages KK. The students came away from many of their meetings impressed with the openness and transparency of many of the company executives and managers who spoke with them. Canada’s relations with Japan were the subject of presentations at the

embassy by the office of the Canadian Trade Commissioner Service and Jim Zhang, then-executive director of the Canadian Chamber of Commerce in Japan. The students also had a chance to explore Tokyo by visiting the Ginza, Shinbashi, Odaiba and Shibuya areas from their hotel, next to Shinagawa Station.

As the students reflected on their trip around the country they had spent the term studying, they realized the difference between studying the country in the abstract and seeing it for themselves. As Alana Quigg, a program participant, explained, “Witnessing the business side of Japan first hand is an experience I will never forget.” Sara Baxter, another participant, put it: “Having the opportunity to explore Japan as part of my undergraduate education is a highlight of my degree. The things I learned and the people I met will influence me for years to come.”

LOOKING AHEAD

The inaugural trip was a great success, and another course with another trip is already being planned. Next time, Vibert intends to add the Edo-Tokyo Museum early in the trip, because it offers an excellent chance to learn about Tokyo’s history, as well as the business history of Japan. He also hopes to find a cosmetics company and a department store that would be willing to accept a tour, and is looking to help Acadia develop at least one strong relationship with a university in the Tokyo area to complement its existing ties with Doshisha, Doshisha Women’s College and Kurume University.

Vibert also hopes that the enthusiasm of the students who went on the trip will be contagious, and help to demystify Japan for other Acadia students. In the long run, he’d like to see more students applying to study abroad at Japanese universities and maybe even take part in cooperative work terms with Japanese companies.

And he hopes that the students’ visit to Doshisha helped to generate a small buzz in Japan as well, and build market awareness about Acadia as a good place for Japanese students to study abroad. In fact, more and more Japanese students are finding their way to Canada’s East Coast. In recent years, study abroad agreements have enabled students from Doshisha, Doshisha Women’s College and Kurume University to study at Acadia’s English Language Centre and take undergraduate courses there.

Ultimately, though, the reward of travelling overseas as a part of one’s studies isn’t something that can be measured by increased enrolments or applicants. It’s in what each student takes away from the experience, which McNeil summed up after the trip had finished: “For me the value in education and travel isn’t just from reading or textbooks; it’s also in the people you meet, and the experiences you have. Japan opened my eyes to just that: meeting students from their universities, interviewing local reporters and talking to entrepreneurs broadened my appreciation for global business in a way that nothing else could.” 🍁

“For me the value in education and travel isn’t just from reading or textbooks; it’s also in the people you meet, and the experiences you have.”

MORE THAN MAPLE SYRUP

Catching up with Canadian exhibitors at Asia's largest food show

By Julian Ryll



Under the terms of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), the first tariff cuts on a wide range of Canadian exports to Japan went into effect on December 30. A second round of reductions were implemented on April 1. And with Canada's agriculture, food and drink sectors among those expected to benefit the most from the new trade pact, there was newfound optimism and expectation among companies taking part in the Foodex Japan 2019 event in early March.

Held over four days at the Makuhari Messe convention center in Chiba Prefecture, the expo is the largest food show in Asia and traditionally attracts a strong Canadian presence — perhaps even stronger this year, thanks to the new trade pact. As the chief negotiator for the Canadian government department Agriculture and Agri-Food Canada, Aaron Fowler, explained in a seminar at the event, the elimination of tariffs under the CPTPP will

make it “more cost effective for Japanese companies and consumers to purchase Canadian agri-food products.” At the same time, the agreement gives Japanese consumers increased access to a range of products such as meat, grain, oilseed, spirits and seafood, and makes it easier for food manufacturers here to source Canadian ingredients.

DRINKING IT IN

This year, the show drew many companies that were coming to get a sense of the Japanese market's potential. “It is the first time that we have been able to come to the show — and the reaction has been a lot better than I expected,” said Simon Chiu, marketing manager for Pacific and Beyond International, which represents a number of craft breweries in western Canada.

“There is one guy who seems to come back every half hour or so for another sample. He says he's a buyer, but I'm not so sure,” he added. “I think he just loves Canadian beer.”

Chiu explained that Howe Sound Brewing, Hearthstone Brewery and Dead Frog Brewery — which rejoices in the tag line, “Nothing goes down like a cold Dead Frog” — have helped domestically to put British Columbia on the leading edge of the Canadian craft beer movement. The task now is to spread the word.

“Whenever you go into a new market, it is inevitably going to be culturally a little different, and Japan is the same,” he said. “We know that Japanese people typically drink lighter, lager-style beers, but we also understand that craft beers are catching on here and we are hopeful that we can tap into that.” Favourites with potential partners included Howe Sound Brewing's Hazy Daze Northeast IPA and Sky Pilot Northwest Pale Ale, as well as Dead Frog Brewery's Nutty Uncle Peanut Butter Stout and Neon Moon Black Lager.

“Ideally, we're hoping to be able to identify an importer or a distributor while we're here and I think that we have a few solid leads that we can follow up on,” he said. Chiu was upbeat about his Foodex experience: “Looking



“Looking at the market here, I think the opportunities for our brands are nearly endless.”



Top Tier Foods' Cathy Shen and Blair Bullus



Sushi Quinoa is ideal for many different kinds of sushi.

at the market here, I think the opportunities for our brands are nearly endless. A lot of people love Canada and a lot more love beer. I'm really optimistic."

Also looking to forge a presence in Japan were Gaetan Lefebvre and Gaël Mordac, founders of the L&M Distillery in the Québec city of Trois-Rivières, which markets Canadian-inspired gin, whisky, rum and brandy. "The spirits industry in Japan is very interesting because they have some very big domestic names already — Suntory Yamazaki and others — but this also means that consumers here like high-quality products," Mordac told *The Canadian*.

The L&M Distillery only started production last year, but their L'if Gin is riding on the global boom in gin. Meanwhile, maple syrup — that oh-so-Canadian ingredient — has been worked into the recipes for their La Baraque whisky, Élixir des Bois sugarcane rum liqueur,

and Le Caribou des Bois brandy and maple syrup liqueur.

"We insist on making our spirits in a very artisanal way, not on an industrial scale, and we want quality to be our main selling point — that's something that we believe resonates well with Japanese consumers," Mordac explained. The company is looking for a distributor who can help it develop a following through high-end retailers, bars, restaurants and hotels. He said that one lead, an importer of Champagne, was already looking promising.

At the show, he had his eye out for a partner who could help express what makes the spirits special: "For us, the language barrier is a problem, so we need someone here who knows the market and who can explain the quality of the drinks and the unique Canadian botanicals that we use in the gin — like Labrador tea."

MASSIVE POTENTIAL

A number of companies, notably Edmonton-based Siwin Foods Ltd., already have a presence in Japan but were hoping to use Foodex to raise their corporate profile and generate new business. "We have a deal with Costco [Wholesale Corporation] and we have been bringing some of our meat products into Japan for nearly a year now," said Gord DeJong, vice president of the company.

"This is the third time we have been at the show and it's good to be here again because you can really feel the quality of the foodstuffs that are on display here," he added. "We are hoping to identify a distributor who can take us to the next level in Japan and we know how important it is to have feet on the ground to do business here.

"But we believe the potential here is massive," he added. "We know that consumers here like our sausages, and they like the Canadian pork and mozzarella. Our chef estimates he is handing out around a thousand samples a day so far."

SUPERFOOD FOR SUSHI

Of all the food companies displaying their wares at Foodex, perhaps Top Tier Foods Inc. had the most interesting concept for the Japanese market. Headquartered in Vancouver, the company uses quinoa grown in Saskatchewan in a range of products — and is particularly keen to have the superfood recognized as an alternative to white rice for sushi.

The company's Sushi Quinoa is the first quinoa ever developed specifically for the sushi industry. It is cooked in exactly the same way as rice, but being stickier, it is ideal for an outer layer of a *maki* roll, or other types of sushi. The product was launched in Canada in 2018 and is available at a number of the nation's largest sushi chains. Top Tier Foods President Blair Bullus is looking to take his product to the home of sushi. "We now have some of the top sushi chefs in the world using our quinoa, so we have proof of concept from both sides of the industry," he said.

Bullus is working with Costco to develop the idea, as well as a major Japanese food company interested in creating more foodstuffs that incorporate healthy ingredients. "It would be very hard to sell Sushi Quinoa as a direct replacement for white rice, so we are encouraging people to try it as something that is unique and different, to offer a new take on sushi," Bullus explained. He said that one way to do that would be to break into the market for *onigiri* rice balls that are sold at 24-hour convenience stores.

"And we have got a lot of people interested," he explained. "People who try it are shocked at how similar it is to rice in terms of the texture and the flavour, and they are also surprised at just how easy it is to use.

"The task for us now is to continue building the personal and business relationships that are so important to being successful in Japan," he stated. "We know it can be a long process, but we're ready for that." 🍁



Gaetan Lefebvre and Gaël Mordac from L&M Distillery

NOW YOU CAN VOTE...

Long-term expats finally have the right to show their hands — make the most of it

By John R. Harris

Are you any less Canadian for having lived six or 16 years in Japan? Stephen Harper seemed to think so, as his administration vigorously contested a 2011 court challenge to legislation that denied expatriates the right to vote after having lived abroad for five years.

FIGHT FOR THE RIGHT

Along with other measures to limit voting rights, Harper's Conservative government beat back that challenge by Jamie Duong and Gillian Frank — two academics resident in the United States — with an Ontario Court of Appeal ruling that said: "Permitting all non-resident citizens to vote would allow them to participate in making laws that affect Canadian residents on a daily basis but have little to no practical consequence for their own daily lives. This would ... undermine the legitimacy of the laws."

Undaunted by defeat, Duong and Frank continued to lobby and lawyer until they caught the attention of the government of Prime Minister Justin Trudeau and got the Supreme Court to hear their case. The upshot: a double victory.

In December 2018 Parliament passed Bill C-76, extending the right to vote to any Canadian citizen over 18 who has lived in Canada at some point, regardless of how long they have lived outside the country or whether they intend to return. This abolished the stipulation in 1993 legislation that expats could not vote if they had resided outside Canada for more than five years. Why five years? As former Chief Electoral Officer Jean-Pierre Kingsley recently admitted, "the number was taken out of the air." That's what lawyers call "arbitrary."

The second victory came weeks later with a 5-2 Supreme Court decision that Canadian



The Supreme Court's 5-2 decision in January set the expat franchise in stone.

citizens have the right to vote in federal elections no matter how long they have lived outside the country. This sets the expat franchise in stone.

While some might call this "representation without taxation," it puts Canada in the front ranks of jurisdictions that include all citizens in the democratic process, as opposed to those that actively inhibit voter registration. For long-term Canadian residents in Japan, this represents a major advance in our civil rights. But will our new freedom to vote have any impact on Canadian politics?

MISSING OUT

Canada's diaspora comprises more than 2.8 million people — almost eight per cent of the nation's citizenry. If it were a province, it would be the fifth-most populous after Alberta. Even so, Elections Canada does not expect much from us. Under the old five-year rule, only 11,000 expats voted in the last election. In the coming October federal vote, officials expect only a modest increase to 30,000 under the new rules.

Why so low? It's not difficult to register as an expat voter (see next page). The real

reason for pessimism is that the political parties don't seem to have begun thinking about how to pull our votes. Combing the websites of all three major parties, I found not a single mention of expat Canadians.

So, I emailed Julie Dabrusin, Liberal MP for my home riding, Toronto-Danforth. Rife with highly mobile film and financial types, and Greek seniors who retire to the old country, Danforth is among the biggest expat home-base constituencies. As such, you might expect we were on the local MP's radar. But when she finally replied all she said was, "I am happy to hear that you are pleased with the changes made to our Elections Act which allows Canadians living abroad to vote." No offer of help registering or even "I hope I can count on your support."

Will our new freedom to vote have any impact on Canadian politics?

PHOTO: D. GORDON E. ROBERTSON [CC BY-SA 3.0] VIA WIKIMEDIA COMMONS



Robin Sears
 Principal
 Earncliffe Strategy
 Group Ottawa

Robin Sears, veteran political pundit — and Canadian Chamber of Commerce in Japan president back in the '90s when he was Agent-General [representative] for Ontario to Japan — said in a phone interview, “This is totally bizarre. They could at least blast emails out to their contacts asking, ‘If you know anyone living overseas, encourage them to register.’”

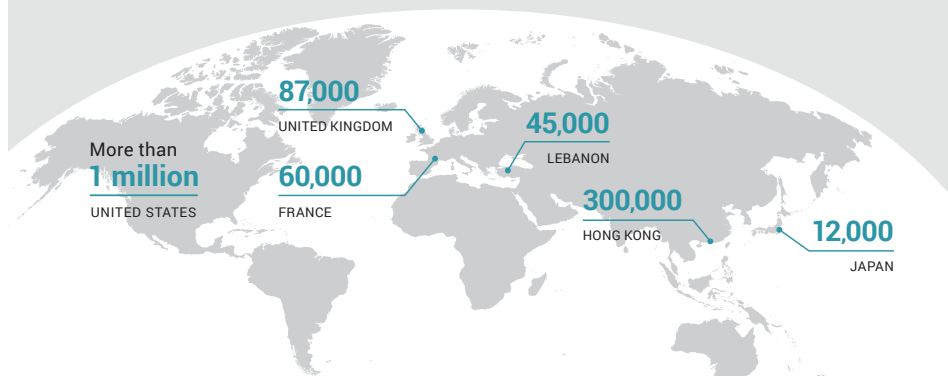
Contrast this with the United States. After Congress passed the Overseas Citizens Voting Rights Act in 1975, both parties built global vote-pulling organizations such as Democrats Abroad, with members in 190 countries and 41 “organized country committees.”

CANADIANS ABROAD

While Democrats Abroad has extended into dozens of countries in search of votes, a similar Canadian effort would not require nearly the same reach.

Although you find Canadians living in unlikely places, most of our 2.8 million expats are concentrated in a few countries. More than one million live in the United States. Hong Kong is second with 300,000 Canadian residents. But where most expats in the United States are Canada-born, most in Hong Kong are immigrants who returned home.

Third and fourth, the United Kingdom with 87,000 expats and France with 60,000 are, like the United States, mainly home to Canada-



In the last election, under the old five-year rule,



11,000
 expats voted

In October, the number of expat voters is expected to increase to



30,000
 under the new rules

born expats. But with 45,000 Canadian citizens, fifth place Lebanon is more akin to Hong Kong. Down the list at 12th is Japan with some 12,000 Canadians, mostly in the Tokyo area.

The bottom line: our diaspora is not so widely dispersed. Most expats live in a handful of major global centers: Los Angeles, San Francisco, New York, London, Paris, Hong Kong, Beirut and Tokyo. Overall, according to a 2011 Asia Pacific Foundation report, 58 per cent of expats are native-born Canadians — perhaps more likely to vote than those who spent the minimum time in Canada necessary to obtain a passport.

What's more, by-and-large we're not an idle lot. While scant data is available, clearly many Canadians have found niches in leading cities because they have valuable skills. And Sears, who headhunted senior execs across Asia after leaving government, says recruiters often favor Canadians over Americans or Europeans as more culturally adaptable. Adaptable or not, living overseas makes many of us more con-

scious of our national identity, if only because continually we must explain, “No, I'm not American. I am Canadian.”

Given all this, you might expect that Canada's political parties would be lining up to woo us. Why not? As one Liberal insider who declined to be identified for this article told me, “Every party in Canada is cash starved ... there ain't no money for this.” Whatever. If our newfound right to vote is to have any impact, it will be up to us.

EXERCISE YOUR FRANCHISE

On October 21, Canadian expats will have the opportunity to vote for the people that stole their votes — or some other party if so inclined. But if your vote is to count, you need to register now to ensure you receive your mail-in ballot in time for it to reach Elections Canada by October 15. Still, whoever you choose, here's hoping that on election night TV commentators remark, “Elections Canada reports a surprisingly high turnout by Canadians in Japan.” 🍁



HOW TO REGISTER TO VOTE

On ElectionsCanada.ca find the page “Registration and Voting Processes for Canadians Who Live Abroad” and click the link at the top: “Apply to be on the International Register of Electors.” Click “Apply to vote by mail,” then “I am an elector residing abroad applying to vote by mail in future federal elections.”

After a few questions, the next page explains how to establish an address in a specific riding. This can be your last Canadian address or the address of someone close to you. You need to specify the foreign address to which your mail-in ballot will be sent. You must also submit scans of your passport and Canadian birth certificate or citizenship card. Get those ready, and then click “Apply Online.”

This takes you to the application form itself, which is fairly simple and includes links for uploading your scanned documents. Fill it out, press “Submit” and you're done.

STRONG BONDS

Rio Tinto's ties between Canada and Japan run deep

By Alec Jordan

A giant in the mining and metals industry, Rio Tinto has offices and operations around the globe. They are Canada's largest mining and metals company, with 15,000 people working at more than 35 locations. The company also has a strong connection to Japan, which receives a great deal of minerals that come from Rio Tinto's operations around the world, including Canada.

The relationship between Rio Tinto and Japan goes back decades. The forerunner company to Rio Tinto Fer et Titane (RTFT) was already shipping Sorels slag (titanium slag) to Japan from Québec in the 1950s; 1961 saw the establishment of Comalco (which would later be known as Rio Tinto Aluminium) and the first trial shipment of bauxite from Australia to Japan. Rio Tinto Zinc (RTZ) Japan was formed in 1966. Over the years that followed, individual companies were established in Japan that handled coal, iron and titanium, iron ore and salt. In 1996, the companies that were responsible for the sales of Rio Tinto minerals in Japan merged under the name RTZ-CRA Japan; it was renamed Rio Tinto Japan in 1997.

STRONG TIES

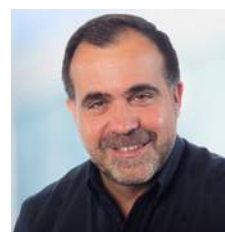
According to Alfredo Barrios, chief executive for Rio Tinto Aluminium and the man in charge of Rio Tinto's operations in Canada, over the years, Japan has played a significant role in supporting Rio Tinto's operations. "In the 1960s, our iron ore operations in the Pilbara region of Western Australia were born

on the back of the Japanese steel mills, whose innovative commitment to buy 65.5 million tonnes of iron ore over 16 years allowed us to obtain financing for our very first mine at Tom Price [in the Pilbara]. Japanese companies also helped build the infrastructure, the rail line from [the port of] Dampier in the Pilbara, and the port itself. And in August 1966 the first contracted shipment of iron ore sailed from Dampier to Yawata steelworks in Kitakyushu.

"The development of the iron ore deposits in the Pilbara," Barrios explained, "underpinned the economic prosperity of modern Australia and helped support Japan in its nation-building. Today we are Japan's largest supplier of iron ore, and a major supplier of many other essential materials including aluminum, copper, industrial minerals (borates, salt and titanium), molybdenum, uranium and diamonds.

"We also procure mining machinery, equipment and services from Japanese suppliers, and Japanese companies are our joint venture partners in mining and smelting operations and exploration projects around the world."

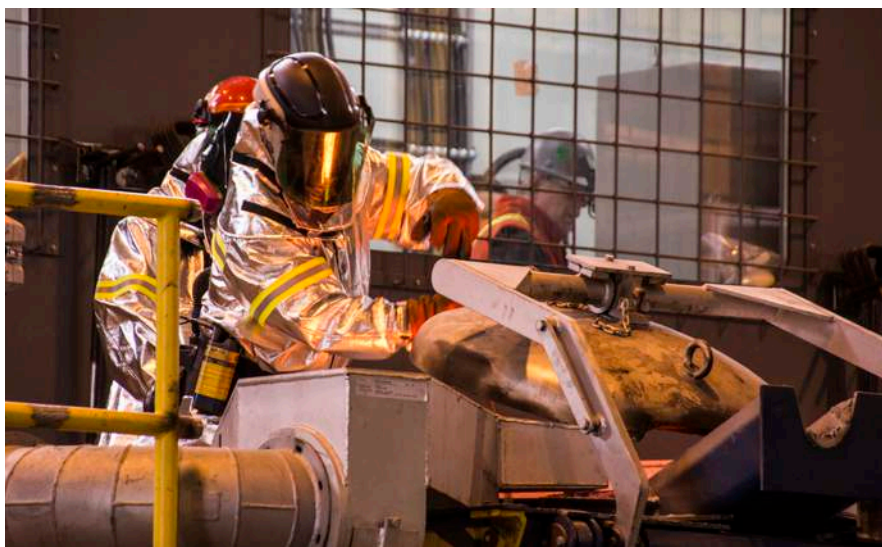
In 2018, Rio Tinto's total sales to Japan were US\$3.9 billion, representing about




Alfredo Barrios
Chief Executive
Rio Tinto Aluminium

10 per cent of the Rio Tinto Group's global consolidated sales revenue.

Titanium represents one of the most significant ties between Rio Tinto Japan and Rio Tinto Canada. The durable, light metal has hundreds of uses, ranging from sunscreens and paints to artificial joints and aircraft parts. Barrios said that, among its many applications, two stand out: "I would say that medical applications for titanium is one area to take note of. Artificial bones [as well as] hip and knee joints, and implantable rotary blood pumps are just a few examples that come to mind. Then there is architecture. The roof tiles of Sensoji Temple in Asakusa, Tokyo, and the Kyushu National Museum in Fukuoka — both beautiful buildings — are made with titanium."





“We are working to ensure our relationship with Japan in the future remains a deep, broad and mutually beneficial one as it is now.”

CANADIAN CONNECTION

Rio Tinto's titanium business in Japan dates back to the earliest days of the company's endeavours in the country, and they have a strong foothold here.

As Dermot Vibert, manager of industrial minerals at Rio Tinto Japan, explained, “Rio Tinto is the only titanium feedstock supplier with a physical presence in Japan. All other suppliers of titanium feedstock to Japan use local agents or distributors. Rio Tinto recognized early on — going back as far as the 1950s — a need in the Japanese market for the products that we produce, and over time grew our presence to be the largest supplier of titanium feedstock in Japan.”

Since the 1950s, Rio Tinto has had business relationships with all of the major Japanese producers of titanium pigment. In later years, this relationship grew to include makers of titanium sponge. The latter is the metal in its purest form, and is used in titanium alloys and ingots.

Titanium is most frequently derived by smelting ilmenite, and Rio Tinto mines ilmenite through its RTFT division. This operation has been in Québec for some 65 years, and the ilmenite mine at Lac Tio in Havre-Saint-Pierre is based at the world's largest solid rock ilmenite deposit.

In addition, Rio Tinto produces cast iron (RTFT pioneered the process by which iron is removed from ilmenite), steel and metal powders at their metallurgical complex in Sorel-Tracy. The complex is also where the ilmenite is smelted and turned into titanium.

As Vibert explained, Rio Tinto supplies about 40 per cent of the high-end titanium feedstock consumed annually by the Japanese

pigment and titanium sponge industries. Supply from their metallurgical complex in Sorel-Tracy, Québec, makes up a significant portion of that supply.

As well as titanium, there are a wide variety of mineral products that come to Japan from other Rio Tinto locations in Canada. There are aluminum products from Kitimat in British Columbia, iron ore mined at the Iron Ore Company of Canada (IOC) in Labrador and diamonds from Diavik in the Northwest Territories. The IOC is an example of the close ties between Rio Tinto Canada and Japan. It is a joint venture between Rio Tinto (58.7 per cent), Mitsubishi Corporation (26.2 per cent) and the Labrador Iron Ore Royalty Income Corporation (15.1 per cent).

COMMUNITY BUILDING

Rio Tinto also takes an active role in community-based projects in Japan, particularly to support the regions that were the hardest hit by the Great East Japan Earthquake and Tsunami of 2011. In that same year they established a joint scholarship fund with Komatsu Ltd. at Tohoku University for students affected by the disaster.

The two companies committed a total of ¥400 million over 10 years, which goes to support 33 scholarship students each year. And since 2012, Rio Tinto has been providing support for a project in the Tohoku region called ARTS for HOPE, which provides arts therapy activities to help children affected by the 2011 disaster to deal with trauma. Rio Tinto donates funds and the company's employees participate in activities on a volunteer basis.

MINING THE FUTURE

As far as the future of the mining industry is concerned, Barrios sees a number of trends that will have a strong influence in the years to come. One is the concept of “urban mining,” or the recycling of metals and materials from electronics.

This could require the mining industry to pioneer new ways to mine or take a hard look at its business models in the future. He adds that another fundamental game changer is the digital revolution, which will touch every part of the industry's value chain, from exploration to marketing. Examples of this include remote operations and haul trucks with connectivity that enable predictive maintenance. Supply chain logistics have already been influenced by autonomous trains, and autonomous ships are not too far in the future. Meanwhile, he adds that technologies such as blockchain will help Rio Tinto customers — from governments to consumers — gain a deeper understanding of the company's products, including their environmental credentials.

But whatever the future holds, Rio Tinto remains strongly connected to Japan. As Barrios explained: “As Rio Tinto evolves as a company, our relationship with Japan likewise will evolve. We look forward to building on the strong partnerships we enjoy today and exploring the potential for new partnerships, as Rio Tinto looks to new markets, new materials and innovation. Obviously, we are working to ensure our relationship with Japan in the future remains a deep, broad and mutually beneficial one as it is now.” 🍁



Aluminum produced in Kitimat, British Columbia



Cool Camping Experiences for Kids!

Ready For Summer?!
Summer Camp registration is now open!

Our 10 day outdoor adventure camps in the Japanese Northern Alps will provide your child with a sense of wonder and stewardship for the natural world around them, challenging them in an environment of learning and cooperation with new friends from around the world. Whether it be on our Earth Explorers or ALPS Adventure Leadership Programs, Evergreen Outdoor Center will introduce campers safely to the natural cycles of life and the concepts of the Sustainable Development Goals set out by the United Nations in fun and exciting activities. Allow me and my team of outdoor education professionals to wake the curiosity inside your son or daughter and allow them to discover their full potential in the spirit of Canadian adventuring with in the spectacular wild spaces of Japan.



Dave Enright

Founder and Director

Canoe
SUP
Rafting
Firefly Canoe
Canyoning
Hiking
Climbing

Mountain Biking
Tree Climbing
Camps Skills
Team Building
Orienteering
Crafts
Energy Projects
& More...



Book Before May 15th
& Receive 10% OFF!

evergreen-hakuba.com

Evergreen
Outdoor
Center

POWERFUL PLATFORM

Shopify may be new to Japan, but it's already making its presence felt

By Julian Ryall



The competition is extremely fierce, the technical hurdles are high and Japan is not quite like any other market that Shopify has entered. But Country Manager Mark Wang says the e-commerce platform is building solid foundations here — and people are reacting positively to the fact that it is Canadian.

The Ottawa-based company registered in Japan in November 2017. Since then, the number of merchants signing up with the platform has soared, while their sales figures more than doubled in 2018, Wang told *The Canadian*.

"The first thing everyone says is that Japan is so difficult; it is an impossible market, and you should be prepared to face no growth for years until customers are ready," he said. "But we are quite new here and things are going very well. We don't release our customer numbers by country but, since we started looking at Japan in early 2017, we have had more than 300 per cent growth in our number of merchants."

MERCHANT-FOCUSED

Wang, who is tasked with building the company's international strategy with a particular focus on the Asia-Pacific region, says there are a number of reasons the company has settled so seamlessly into Japan. "It's the solid initial founding team, including the CEO's vision for the product itself," he said.

"We pride ourselves on being a merchant-obsessed company. Everything that we have built is [focused on] how we can help merchants to sell better and to succeed better,

and to make the shopping experience for customers better.

"We also firmly believe that a lot of our success happens to be the decision by the initial founding team to stay in Canada. And not just Canada, but Ottawa," he added.

The first guess is, typically, that Shopify is headquartered in Silicon Valley or San Francisco. And when the surprise that it's actually based in Canada wears off, the next assumption is that it is in Toronto or Vancouver. Shopify has discovered that the sort of person who is ready to choose Ottawa over California is equipped with the resilience and dedication that the founders feel towards "the mission," Wang explained. And those are the sort of people with whom they want to work.

FINDING PARTNERS

The company's online stores offer a selection of services, including payments, marketing, shipping and customer engagement tools to simplify the e-commerce process for small merchants. It also operates point-of-sale systems and, as of the end of December, had more than 800,000 businesses in 175 countries using its platform. Total gross merchandise volume surpassed US\$41.1 billion in 2018.

The sheer range and variety of payment methods available in Japan has been a challenge for Shopify, but Wang explained that the company is addressing the most popular ones first, and will gradually move on to the more

esoteric methods. The company is also very keen to build Shopify's partnerships.

"This is one of our biggest focuses," Wang confirmed. "It's an area that takes a lot more effort in Japan. One reason is that we are a foreign product and we are still going through our localization process."

"We work with multiple types of partners and one type is app development partners to create apps," he explained. "Other types of partners are development agencies, marketing agencies and other companies with clients who might have e-commerce stores and can recommend Shopify."

STANDARD BEARER

Wang concedes that "it takes a bit more time to build relationships" in the Japanese marketplace, but hard work is paying off with merchants across the country, from beyond the major markets of Tokyo and Osaka. And the Shopify vision for Japan similarly is taking a longer-term view.

"We are very much merchant focused, so we just want to be the go-to, most featured and most return-on-investment-positive platform in the minds of merchants looking to launch a store in Japan," he said.

The company is also a standard bearer for Canadian tech firms, Wang believes, and can help to shine a light on the technological know-how that is emerging in a nation that has been too long in its neighbour's shadow. 🍁

"The first thing everyone says is that Japan is so difficult ... but we are quite new here and things are going very well."

TOHOKU YOUTH PROJECT

By Alec Jordan

On the evening of March 8, members of the Canadian Chamber of Commerce in Japan (CCCJ) community gathered at the HyLife Pork Table restaurant in Daikanyama to celebrate 14 very special students — eight girls and six boys — from Takata Senior High School in Rikuzentakata, Iwate Prefecture, who had just finished a week-long internship and homestay program called the Tohoku Youth Project.

The project is organized by the CCCJ and the NPO Ganbatte 365, and gives high schoolers the opportunity to gain work experience in a variety of settings, ranging from recruiting and real estate companies to government agencies and airlines. The tight bonds the young people had formed with their host families were evident from the easy familiarity and happy chatting during the evening. A similar closeness could be seen between the students and the representatives of the companies that had hosted them.

After everyone had feasted on a plentiful buffet dinner of delicious food, ranging from ribs and pizza to poutine and pasta, it was time for the students to give presentations. During their speeches — mostly in English — the students talked about their interning experiences, and it was impressive to hear how much insight they had gained about the organizations where they had spent only a week. They also shared touching stories about having been warmly welcomed into their host families' lives. After the speeches, there was more time for the students, host families and company representatives to mingle and chat.

The students had a free day on Saturday to spend in Tokyo with each other or their host families, and on Sunday they said their farewells — tearfully in some cases — at Tokyo Station before they boarded the Shinkansen bullet train to head back home.

This is the seventh year that the internship project has been held, and everybody involved is already looking forward to the next one. Planning meetings in preparation for the 2020 program will be held in the months to come, and anyone who is interested in getting involved next year — as a sponsor, a hosting company, or a host family — is invited to contact the CCCJ office. 🍁



The project ... gives high schoolers the opportunity to gain work experience



JOINT CHAMBER NETWORKING SAKE NIGHT

By Megan Casson

On March 22, the Canadian Chamber of Commerce in Japan (CCCJ), along with the American, South African, French, Swiss and Greek chambers of commerce in Japan, hosted the third Joint Chamber Networking Sake Night at Tokyo American Club. The event featured 19 breweries, which were all offering sake tastings and bottles for sale.



CCCJ Governor Stephane Beaulieu, founder of BiBa Development Inc. and one of the organizers of the event, described it as “a great opportunity for the members of the various chambers that are involved to network, because that is the main goal of the event. In fact, that is the main goal of the chambers of commerce: to help people network with business-people from Japan and their respective countries.”

The event was an ideal way to introduce the concept of *nomunication* — the closeness that develops between friends, clients and colleagues while drinking — to the people attending, while giving some talented sake brewers the chance to showcase their products.

Shoko Kameoka, director of Chiyonokame Shuzo Co., Ltd. spoke about the reason more non-Japanese should try sake. “I think that Japanese sake complements not only Japanese cuisine, but a wide variety of Western delicacies as well.”

LOCAL TASTE

As the guests sampled the varieties of sake, they learned about the ingredients, traditional processes and specific environmental characteristics that give each product a truly local flavour.

Mayumi Usui from the Hakubanishiki Brewery explained what people can get by sampling *nihonshu* from various locales. “Each regional sake allows you to envision the culture, the land and the people of that region, which is why I think people should enjoy drinking sake from different places.” This is reflected well in the brewery’s own sake, which comes from Omachi, Nagano Prefecture, and is made using water from the Northern Japan Alps.

At the end of the event, a large number of gifts were given out in a business card draw. Bottles of sake and a stay at a traditional *ryokan* (Japanese inn) were presented to the lucky winners, rounding off a well-enjoyed evening. 🍷

The Great Rebrand

Much more than Business in Japan: **In Japan TV**

In Japan TV features the best and latest of Japanese lifestyle and business such as culture, food, entertainment, sports and much more. Our exciting mission is to create dynamic and unique videos for our ever-increasing global audience to gain an insight into all things Japan.

If it's In Japan, we are there!



ARTS

BUSINESS

COMMUNITY

CULTURE

DIVERSITY

EVENTS

FOOD

POLITICS

SPORTS

TECHNOLOGY

TRAVEL

www.injapantv.com

For more great content, **SUBSCRIBE** to our YouTube channel.



HIGH ON THE HOG

HyLife Pork Table has quickly made its mark on the restaurant scene

By Alec Jordan



HyLife Pork Table, a restaurant located in stylish Daikanyama, was a long time in the making. It all started with the Canadian company HyLife Ltd., which was founded in Manitoba in 1994 as a pig farm. They branched out into preparing pork products in 2008 and in 2010, started selling the high-quality pork in markets around Japan.

HyLife Pork Table opened its doors in September 2016 as a way to build brand awareness for their retail business, and it has already proven to be a hit with Tokyo diners. To learn more about what has helped to make the restaurant a success and why they decided to become a Canadian Chamber of Commerce in Japan (CCCJ) member, we had a chat with Naoyuki (Nick) Funakoshi, head of Japan and chief marketing officer for the company.

What was the reason you wanted to become a CCCJ member?

Of course, our company is focused on the Japanese market. We wanted to develop stronger connections between Japan and Canada. You know, the CCCJ offers great support and connections, not just to food companies but with other Canada-related companies. We believe they can provide us with knowledge and connections that we don't have.

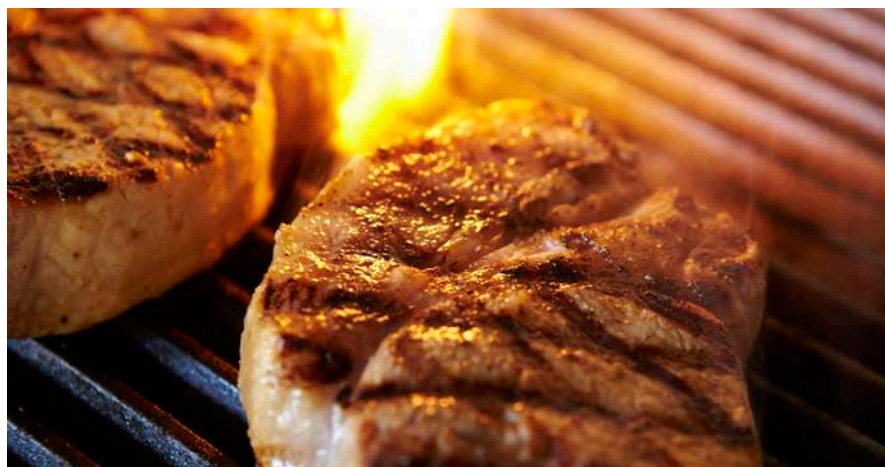
So, all of the pork that is served at HyLife Pork Table comes from Canada?

Yes. It's not just pork: some of the ingredients, sauces and styles of cooking at the restaurant come from Canada, and we also serve Canadian maple syrup, ice wine, whisky and beer.

Our kitchen is an open kitchen. We guarantee our food safety, and we don't hide anything.

What would you say is the secret to HyLife Pork Table's success?

I believe there are a few reasons. One thing I would say is that pork restaurants are unique in Japan. Generally, Japanese consumers think of pork as more of a daily food to be eaten at home. But actually, they recognize that things like pork steak and dry ribs are very attractive for them. We can also provide these meats at a reasonable price compared with something like beef. So, taste comes first, followed by uniqueness and reasonable prices. Also, we have a real sense of openness at the restaurant. Our kitchen is an open kitchen. We guarantee our food safety, and we don't hide anything. We also provide more space for each chair at the restaurant, which makes diners feel more relaxed and at home. I think those kinds of small details and the Canadian theme contribute to customers wanting to come back again and again.



Can you tell me about your involvement with the Tohoku Youth Project (page 28)?

Our company supports CCCJ events, and the Japanese community. Because of our interest in contributing to the local community, the CCCJ introduced us to the Tohoku Youth Project last year, and we decided to accept one student. This is the second year we've had an intern working with us. They worked part of the week at the HyLife Pork office and part of the week at the restaurant. We're looking forward to having another student next year.

Do you have any message you'd like to share with other members of the CCCJ?

As a business, HyLife Pork is constantly growing, and we now have customers from Hokkaido to Kyushu. But we're always looking for new business synergies. If you have a chance to meet us or visit us, anytime, we'd like to explore any opportunities to further the relationship between Japan and Canada. And at HyLife Pork Table, we are committed to providing taste and trust. Please come, for business purposes or with friends and family. We are confident that we will offer you food and service that represents Canada's best. 🍁

CCCJ EVENTS

CCCJ Golf Scramble

Join in on the 18th annual Canadian Chamber of Commerce in Japan (CCCJ) golf tournament! It's a great opportunity to play some team golf and win incredible prizes, including the CCCJ trophy and the Red Toque, which is awarded to the best team. All of the carts will be fully equipped with beer, and a delicious buffet will be served after the tournament is done.

Date: May 17

Time: Tee time 9:50. Bus leaves from the Embassy of Canada to Japan in Tokyo at 6:30.

Venue: Tsutsujigaoka Country Club (90 minutes from central Tokyo)

Teams: You are welcome to field your own team or join one that needs a player.

Tournament cost: Only ¥22,000 for members and ¥24,000 for non-members, which includes transportation from Tokyo, drinks, green fee, lunch and dinner. (Please note that there is no discount for not taking the bus).

Global Diversity Management Luncheon

This installment of the CCCJ's series of global diversity management workshops features a presentation in Japanese by Jackie F. Steele, designated associate professor at Nagoya University's Graduate School of Law. Following the presentation, there will be an English and Japanese Q&A session moderated by CCCJ Honorary Advisor Akiko Kosuda.

Date: May 24

Time: 12:00–14:00

Venue: The Embassy of Canada to Japan in Tokyo

Hackathon at the CCCJ Office

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

Date: May 28

Time: 18:30–20:00

Venue: CCCJ Office, Shinbashi

Joint Chamber Summer Cocktail

Organized by more than a dozen chambers of commerce in Japan, this extremely popular networking event draws more than 300 business people from around the world. Come by to mix, mingle and enjoy the buffet dinner and the free-flowing drinks.

Date: June 7

Time: 18:30–21:00

Venue: Roppongi Hills Club, Roppongi Hills Mori Tower 51F

CCCJ Annual General Meeting

Get up to speed with everything that has been happening at the CCCJ and find out who the newest board members are. Following the official proceedings of the meeting, there will be a reception with drinks and light snacks.

Date: June 12

Time: 18:30–20:30 (Reception from 19:30 to 20:30)

Venue: Embassy of Canada to Japan in Tokyo

Hackathon at the CCCJ Office

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

Date: June 25

Time: 18:30–20:00

Venue: CCCJ Office, Shinbashi

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

The Canadian Chamber of Commerce in Japan welcomes our newest members

CORPORATE

ROBERT WALTERS

Jeremy Sampson

Managing Director for Japan and Korea, Robert Walters Japan

Robert Walters is a leading specialist consultancy for permanent and contract recruitment. Robert Walters Japan possesses the distinct advantages of size and a proven track record, allowing you to tap into an unparalleled global network that enables clients and candidates to come together in the most efficient and productive way.

ASSOCIATE



Tomohide Karita

President, Hiroshima Canada Association

Established in 1988 with the aim of furthering mutual understanding and promoting friendship and goodwill between Hiroshima and Canada, the Hiroshima Canada Association holds regular meetings and undertakes goodwill missions to Canada. We are happy to be a new associate member of the CCCJ and look forward to expanding the scope of our activities.

INDIVIDUALS



Aki Kaneko

EY Japan

I was born in Toronto and spent most of my childhood there before coming to Japan. I work in supply chain management (SCM) and logistics, with a particular focus on fast-moving consumer goods and electronic consumer goods. After completing my MBA through the McGill MBA Japan Program, I decided to join the CCCJ to build relationships with people from Canada and Japan. I am currently a full-time SCM consultant and a part-time breakdancer. I look forward to meeting you all!



Tomohiko Kaneko

Struqtire K.K.

I am an expert in market entry projects, including business development, market research, trade mission support and subsidiary incubation. I have multicultural and multinational business experience, and I have directed various market entry projects for private companies, industry associations and foreign government agencies. I have an MBA from the University of Maryland. I joined the CCCJ because I hope to contribute to the development of economic partnerships between Japan and Canada.



Paul Lee

Freshfields Bruckhaus Deringer

I grew up in Vancouver, British Columbia, studied law in the United States and now work as a corporate lawyer at the offices of Freshfields Bruckhaus Deringer in Tokyo. I joined the CCCJ to connect with fellow Canadians working in Japan and I look forward to meeting everyone in the future.

THE EXPO BARON

Shinkichi Tamura pioneered Japan–Canada trade and ties

By Tim Hornyak

PHOTO: KOBE CHAMBER OF COMMERCE AND INDUSTRY



Shinkichi Tamura

In 2025, Osaka will welcome people from around the world to a big party when it hosts a World Expo, and Canada is likely to play a prominent part. Discussions are already underway between planners and Canadian lumber officials, who put together a large wooden structure for Osaka's last expo, in 1970. But it was in 1903 that an international exhibition in Osaka put trade ties between Canada and Japan on firm footing, due in great part to a local entrepreneur who made it big in Vancouver.

Born in 1863, Shinkichi Tamura was one of the most successful Japanese to emigrate to Canada. He began his career at age 13, as an apprentice at an Osaka textile retailer, and before he was 26 he had moved to Victoria and found work at a sawmill and then a sulphur company. After working as a purchasing agent for the latter in Hokkaido, he moved to Vancouver and set up a trading company, Tamura Shokai. At first importing Japanese silk, produce and consumer products, the company began exporting salmon to Japan. When a shipment was lost at sea, Tamura received an insurance payout of C\$150,000, allowing him to grow the business.

But Tamura's ship really came in when the Canadian government asked him for help with its pavilion at Japan's Fifth National Industrial Exhibition, held in Osaka in 1903. The expo was the largest of its kind to be held in Japan, lasting 153 days, drawing more than 4.3 million people and showcasing Japan's might as a rising industrial power. There were pavilions dedicated to machinery, fisheries, forestry, agriculture, transportation, education and, in a Japan first, foreign goods.

In the Foreign Samples building, Canada showed off everything from canned fish and maple syrup to furniture, bicycles and a model of the Canadian Pacific ocean liner *Empress of Japan*. "The pièce de résistance was the bakery,"

writes Anne Shannon in *Finding Japan: Early Canadian Encounters with Asia*. "Several times a day, a cook demonstrated breadmaking with Canadian flour and equipment as hundreds of Japanese spectators, most of whom had never seen bread, let alone watched it rise and come out of the oven, looked on in fascination. The results were eagerly sampled, and bread became a popular item on the menus of Osaka restaurants."

With Tamura's help, Canada's showing in Osaka was a resounding success. He later organized the first major shipment of Canadian wheat and flour to Japan. Tamura Shokai became one of the biggest companies in Vancouver's Japanese community, establishing offices in Japan and the United States. In 1907, it diversified into finance, with its affiliate Nikka Chochiku (the Japan–Canada Trust Savings Company) handling savings and remittances for Japanese immigrants.

As the only Japanese listed in C.W. Parker's *Who's Who in Western Canada*, Tamura was an important banker and businessman, but he left his mark on Vancouver in other ways,

too. He co-founded the Japanese Methodist Church and established an organization to help Japanese immigrants learn English. To help with temporary accommodation, he opened the New World Hotel in an ornate, four-story brick structure named the Tamura Building; it was erected in 1912 on the corner of Powell and Dunlevy in Vancouver's Japantown.

In 1918, the year he filed a U.S. patent for an automobile suspension system design, Tamura left his business to relatives and moved back to Japan to pursue politics. He served as president of the Kobe Chamber of Commerce as well as in the House of Representatives and, having been made Baron Tamura, in the House of Peers. In 1919, he was a Japanese delegate to the first conference of the International Labour Organization, held in Washington. Nikka Chochiku continued to go strong in Canada until World War II and in Japan until the 1980s.

Tamura died in November 1936 at age 74, but his legacy lives on. The Tamura Building is now a Class A Vancouver historic landmark and was restored to its original splendour in 2017, complete with rooftop pediments in black sheet metal. While Japantown has changed dramatically in character over the past century, the Tamura Building still shelters those in need. Operated by the Lookout Housing and Health Society, a nonprofit group, Tamura House offers 109 rooms for those at risk of homelessness. Surely the baron from Osaka would be proud. 🍁

Shinkichi Tamura was one of the most successful Japanese to emigrate to Canada.

CLOUD CONTROL



custom media



Content creation:
we've got you covered.



research • branding • campaign • content • design • media • social media • website • video

DRIVEN BY DIGITAL

| www.custom-media.com

| inquiries@custom-media.com



invest
IN
CANADA

OUR INTELLIGENCE IS MORE THAN ARTIFICIAL

Canada is your smart
investment decision.