

# THE CANADIAN

A QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN



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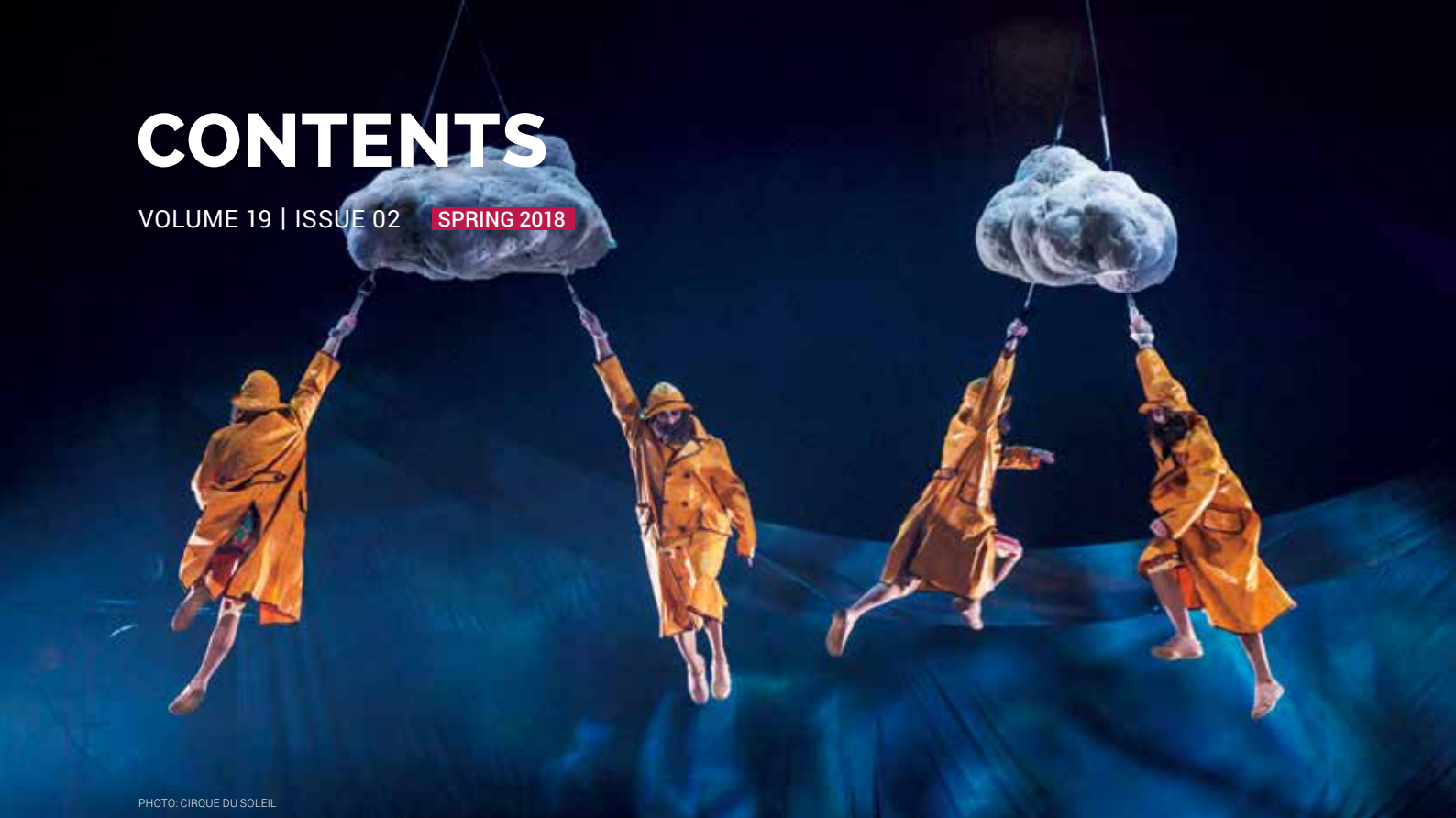


PHOTO: CIRQUE DU SOLEIL

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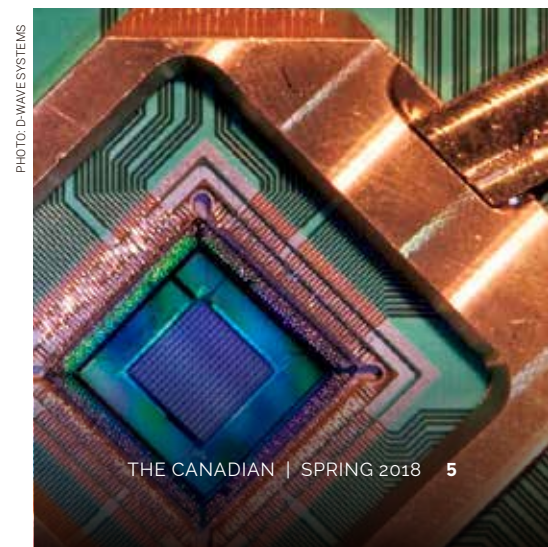


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Representing some 35 business industries, the CCCJ is a member-driven, member-focused organization and is the longest-serving Canadian chamber of commerce in Asia. With more than 400 members, the CCCJ represents a broad cross-section of businesspeople,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

## The Canadian Chamber of Commerce in Japan

## La Chambre de commerce du Canada au Japon

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

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**ROBERT WALTERS**

# Value of variety

By Maxine Cheyney  
Editor-in-Chief, *The Canadian*



As sakura season left pink swathes of colour on the streets of Tokyo, the spring brought a welcome air of change. The much-discussed Comprehensive and Progressive Agreement for Trans-Pacific Partnership was finally signed, on March 8, by 11 nations in Chile and now awaits ratification (page 9). Meanwhile, preparations for major sports events in Japan are ramping up, and *The Canadian* continues its mission to show the best that Canada and Japan have to offer their diverse bilateral relationship.

## DIVERSIFY, PERSONIFY

International Women's Day was also on March 8. The Canadian Chamber of Commerce in Japan (CCCJ) continues to support women's rights and drive diversity in business. On page 25 you'll find out what some of the tough decisions women in journalism face when balancing career and family, and on page 23 you can read more details about McGill University's dean of the MBA Program and the increasing role of women in academia.

Prepare to be entertained on page 12, as we speak to the creators of the spectacular *Kurios: Cabinet of Curiosities*, the Cirque du Soleil show that is currently touring Japan

and leaving audiences stunned. Two members of the troupe talk about what it takes to be a part of the world's most challenging and creative performance group.

*The Canadian* attended Foodex Japan 2018 and spoke to some participants who were there to present Canadian produce. We also find out a little more about Japan's infant organic market and Canadian produce on page 20.

## EDUCATE, INNOVATE

Academic institutions worldwide are beginning to rethink their approach to curricula, acknowledging the fast-changing environment in which children are growing

up. On page 10 you will find out about some of the alternative methods that Canadian educators are adopting.

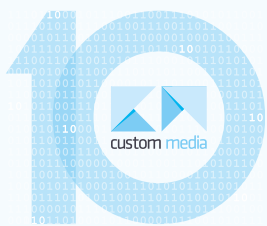
On page 29, you will read about the efforts by the CCCJ in the Tohoku Youth Project, where high school students enjoyed a week's internship at a host company in Tokyo and stayed with a host family.

Humankind's technological abilities are growing in leaps and bounds, and new technologies are offering innovative ways to consume and produce information, and change how we live our daily lives. We take a turn down the technology and science route, where you'll find out more about the potential of quantum computing and the benefits of using light for food preservation on pages 16 and 26.

The Embassy of Canada to Japan and the CCCJ are pushing for Japanese companies to invest in Canada and find potential beyond the area of natural resources, not forgetting the wines, beers and whiskies coming out of Alberta province.

Happy reading! 🍁

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Tel: 03-4540-7730

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



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# ROAD AHEAD

By Jim Zhang  
Executive Director  
Canadian Chamber of Commerce in Japan

**This year is already shaping up to be a busy one for Canada and Japan. The Comprehensive and Progressive Trans-Pacific Partnership was signed by 11 member states on March 8, and in Canada, there have been numerous ministerial-level exchanges at both the federal and provincial levels. In the meantime, preparations have begun for the 2018 G7 Summit, to be held at Manoir Richelieu in La Malbaie, Québec, on June 8 and 9.**

The Canadian Chamber of Commerce in Japan (CCCJ), meanwhile, is playing an important role in developing the Canada–Japan relationship, and we are here to put our best foot forward to represent the business community.

In January we welcomed Québec Finance Minister Carlos Leitão to discuss the state of Québec's economy and its strategic advantages. The CCCJ is also excited to announce that former Ambassador of Canada to Japan MacKenzie Clugston is joining our Honorary Board of Advisors. Clugston has devoted much of his work to the Canada–Japan relationship, and will be a tremendous voice in the chamber's future.

## EDUCATE

With the arrival of spring, come a number of new CCCJ projects that will further strengthen the bilateral relationship.



I would like to say thank you to our editor-in-chief, Maxine Cheyney, of Custom Media, on her amazing work with *The Canadian*. She has done a tremendous job in highlighting the bilateral relationship between Canada and Japan, and her work will continue to benefit CCCJ members. On behalf of the CCCJ, I would like to wish her the best of luck in her future endeavours.

In March the CCCJ celebrated diversity. As part of our popular Speaker Series we invited Isabelle Bajoux-Besnainou, Dean of the McGill MBA Program, to speak to CCCJ members and shared her experience of women's growing participation and influence in business. We also organized our second Global Diversity Management (GDM) event (page 25), inviting NHK announcer Kaori Nagao to speak about her experience of diversity in Japan and Europe.

We hope the newly created GDM Committee will continue to take a lead in sharing Canada's experience in diversity issues, its challenges, and improvements.

## INVEST

This year will see the second edition of the *Canada-Japan Investment Business Guide*, co-published with the Japan External Trade Organisation (JETRO) and the CCCJ. The successful launch of last year's guide has helped generate great interest in potential bilateral investment. This year's edition adds more regional investment incentives from prefectures in Japan and provinces in Canada, as well as up-to-date sector information that will benefit relevant companies in both countries. We thank JETRO for its support on this project.

One of the things I am personally excited about is the role the chamber can play leading up to the Tokyo 2020 Olympic and Paralympic Games. The Games represent a once-in-a-life-time opportunity for the capital to increase its international presence.

In 2018 and 2019, the CCCJ plans to create a great lead-up experience to the Games by working with the Canadian Olympic Committee, the Canadian Paralympics Committee, the Embassy of Canada to Japan, local governments and companies in Japan, foreign chambers of commerce in Japan, the Tokyo Chamber of Commerce and Industry, and many more partners. "Road to 2020", is our official theme for the next three years. 🍁



## WELCOME ABOARD!

We're happy to welcome our new Office and Event Manager, Marie Ohashi, who will be working closely with committees and members to create great events for the CCCJ. Here's a message from her:

"I am thrilled to be a part of the Canadian Chamber of Commerce in Japan as a new Events and Office Manager. I spent my high school years in Saskatoon, and have always been interested in working in relations between Japan and Canada.

"I had a wonderful experience living in Canada, and I would like to give back something to Canada by developing relationships with interesting events that bring people together for both business and friendship."



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## SoftBank invests in Canadian lithium

Canadian lithium mining company, Nemaska Lithium Inc., has signed a major investment deal with Japan technology company SoftBank Group Corp, *Cleantech Canada* reported on April 9.

The deal will see SoftBank buy a 9.9 per cent stake in the company for C\$99.1 million. The deal comes as Nemaska works to secure about C\$1 billion in financing for the construction of a lithium mine in Québec city and a processing plant in Shawinigan, Québec.

The investment will also allow SoftBank the right of first offer on 20 per cent of the lithium hydroxide produced at the Shawinigan plant. SoftBank will receive a discount on material used in electric car batteries.



## Toyota to build new hybrid RAV4 in Ontario

Japanese car manufacturer Toyota Motor Corporation has announced that it will build a new hybrid RAV4 at a factory in Ontario starting from early next year, *Automotive News Canada* reported on March 28.

Currently all hybrid models are being built in Japan, while conventional RAV4s are built at an assembly plant in Woodstock, Ontario, or Japan. Although Toyota Canada is retooling the North Plant in Cambridge, Ontario to also build the RAV4, the automaker has not yet confirmed which Ontario plant will build the hybrid.

Toyota's best-selling vehicle in Canada is the RAV4 compact SUV, with 2017 sales having exceeded 50,000 units nationwide.



## Gifu tableware comes to Toronto

An article in the *Nikkei Voice's* March issue takes a look at Masaharu Takagi, CEO of Marumo Takagi, who took his tableware to the Zen Japanese Restaurant in Toronto last year.

The Japanese pottery company is famous for Mino-yaki the ceramics produced in the Mino province of Gifu Prefecture, where approximately 50 per cent of Japan's pottery is made. The unique feature of the ceramic is that it is not limited to the use of certain techniques, colors or shapes.

Following the encouraging interest in his pottery, Takagi hopes to launch a showroom in Canada, which he has already done in other locations around the world, including Dubai, Taiwan and Tokyo.



## New free-trade deal covers market of 500 million

Eleven nations in the Asia-Pacific region, including Canada and Japan, have signed the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), *Global News* reported on March 8.

Formerly the Trans-Pacific Partnership, the free-trade deal was thrown into limbo early last year when the United States withdrew from the agreement. The accord, which was finalized in January, will reduce countries' tariffs that together amount to more than 13 per cent of the global economy.

The deal covers a market of nearly 500 million people, making it one of the world's three largest trade agreements.

## Canada No. 2 destination for Japanese exchange students

Canada is the second-most popular study abroad destination for Japanese exchange students, after the United States, for the fourth year running, *Study International* news reported on March 23.

According to a recent study by Japan Student Services Organization (JASSO), about 20 per cent of students and 37 per cent of parents had Canada as their second choice.

Government data shows a 24 per cent increase in the number of Japanese students heading to Canada — a promising figure for the Japanese government which, by 2020, plans to double the number of Japanese students studying abroad compared with the 2008 figure.



# PEAK POTENTIAL

Raising global citizens by educating the whole child

By Helen Langford-Matsui

**Aristotle knew it more than 2,000 years ago: educating the mind without educating the heart is no education at all. Unfortunately for generations of children, society forgot, leaving educators focused primarily on cognitive skills to the detriment of social-emotional ones.**

In the 1960s, however, “heart” returned and, as Ochanomizu University’s Professor Emeritus Dr. Yoichi Sakakihara explained, “society, especially in the educational arena, and also the psychosocial and psychological arenas, now knows that social-emotional skills are more important [than previously understood].”

Today, educators — and parents — work hard to develop both mind and heart or, in modern parlance, the whole child.

## FORMAL EDUCATION

Sakakihara, who is also the director of the non-profit, internet-based organization Child Research Net, believes educators — particularly early childhood educators — have been concentrating their efforts on refining methods to nurture children’s social-emotional skills.

*How Does Learning Happen? Ontario’s Pedagogy for the Early Years* is one result of those efforts. A resource document to guide educators, it states: “children grow in programs where adults are caring and responsive. Children succeed in programs that focus on active learning through exploration, play, and inquiry. Children thrive in programs where they are valued as active participants and contributors.”

Rochelle Iino, co-owner and representative director of ABC International School Tokyo in Moto-azabu, shares this philosophy. The preschool and kindergarten, for children aged 12 months to six years, uses the document in addition to the Montessori Method, the Reggio Emilia approach and several other philosophies and methodologies, to inform its pedagogy.

“It reflects our beliefs about how children learn and how their learning should be supported,” she said of the resource.

“[ABC International, staff and teachers] use their close relationship with each student, understanding of child development, knowledge of each student’s competencies and observations of each child’s demonstrated interests to create provocations or invitations to play,” she added.

Social-emotional development also informs the International Baccalaureate (IB), which includes a primary years, middle years and diploma program. With a mission to “develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect,” IB World Schools, like the Canadian Academy in

Kobe, use a whole-child approach to help cultivate global citizens.

“Our students demonstrate empathy towards others, have a passion to change the world for the better, and show the initiative, passion, and creativity to make it happen,” said Rob Smailes, director of admissions and advancement at the Canadian Academy.

They’re able to do so thanks in large part to teaching methods that value soft skills such as critical thinking, in addition to rigorous academic training, mentorship groups, and the school’s Week Without Walls programme that seeks to encourage personal development as well as foster teamwork and respect for others.

To better prepare its students to be successful in a constantly changing, and increasingly connected world where critical thinking, flexibility and effective communication are paramount, British Columbia (B.C.) has, over the past few years, updated its curriculum. The province, which already scores at or near the top in a strong Canadian education system, made core competencies including social-emotional skills, literacy and numeracy central aspects of the redesign.

Students beyond B.C.’s borders who attend certified offshore schools, like the Bunka Sugunami Canadian International School (BSCIS) in Minami-Asagaya, Tokyo, benefit from the revised curriculum.

“The teaching methodology is based on individualized learning, multiple intelligences, and brain-based learning,” Dan Miles, principal of BSCIS, explained.

“The content of our classes is focused on having our students confront some of the real issues and challenges in this world,” Miles explained of the double-diploma program in which students study both the B.C. and Japanese curriculums.

### THE CHOICE

Not all learning and development occurs inside school walls: from life at home to after-school and weekend activities, helping children develop into healthy, social, global citizens is a fulltime job. Combining physical development and mindfulness, children’s yoga is gaining ground as a healthy mind–body option.

An April 2014 *Frontiers in Psychiatry* article cited studies which found that practising yoga can help improve academic performance and as emotional balance.

Geneva Hargreaves, a Canadian yoga instructor in Tokyo, has seen these benefits in children first-hand, from improved concentration and thinking skills, to regulation of emotions and improved behaviour.

Edmonton, Alberta-based Akiko McLeod, director of programmes for Yoga Ed. — an educational company that strives to change education through the practice of yoga — hears similar stories in school feedback.

“Students are more focused, calm, have improved confidence and social skills,” she said.

Yoga Ed. brings yoga into classrooms via specially trained instructors, who will number 11 in Japan by the end of May. Programmes are adapted to meet a school’s needs, can be done in chairs, and take as little as three to five minutes — a “brain break” as Yoga Ed. calls the mini-sessions.

“Yoga is an incredible tool that children can carry wherever they go and use anytime they need,” said McLeod. “The ability to understand your state of being and consciously use your body and breath to regulate your feelings and attitudes is one of the important life skills that yoga can teach us.”

In the quest to nurture the whole child, the role of music is also a powerful one. Often referred to as a universal language, music not only has the power to unite people from disparate cultures just by listening, but scientific research has shown that music education positively affects both cognitive and non-cognitive development in children.

## Combining physical development and mindfulness, children’s yoga is gaining ground

Music Together (MT), a music and movement programme for children aged zero to eight, brings small children and their parents or guardians together to make music with an MT-trained teacher. Classes involve instruments, rhythm sticks, and singing.

For teachers such as Jonathan Bojarzin, a Toronto-born multi-instrumentalist who’s been involved with MT since 2009, music and play go hand-in-hand. Bojarzin, who



PHOTO: YOGA ED.

Yoga can be beneficial for regulating feelings.

teaches classes at Azabu Music Together as well as in a preschool setting at Karugamo English School, is enthusiastic about getting kids, and their parents, to enjoy making music.

Just because a child isn’t actively participating, it doesn’t mean that they’re not absorbing the music and its benefits. As Bojarzin said, “[such children] right now just [need] to take everything in and process the music. They are watching, they are listening.”

Anneliese Nakahara-Knight, a Scottish MT teacher at Azabu Music Together who also runs Alba Music Together in Kunitachi, sees benefits for parents and parent–child relationships as well.

“Seeing an initially shy and serious parent loosen up and get in touch with their silly side, and the joy on their child’s face when their mum or dad dances like a chicken ... is truly heartwarming,” she said. “These experiences strengthen the bond between parent and child, and to do that while supporting their musical development is wonderful.”

Indeed, a playful mother or caregiver is just what the doctor ordered. According to Sakakihara, playfulness is paramount to healthy childhood development, be it through reading books, singing or — yes — dancing like a chicken. The message is clear: academics are important, but if our children are to grow into happy, healthy, successful adults — which is something every parent wishes for their child — the whole child needs to be sufficiently nurtured. 🍁



PHOTO: MUSIC TOGETHER

Music Together offers a programme that combines music and learning.



# THE BIG TOP'S IN TOWN!

*Kurios: Cabinet of Curiosities*: nerve, discipline and sacrifice

By Maxine Cheyney  
Photos: Cirque du Soleil



For many, the Cirque du Soleil conjures up images of grand stage designs with acrobatic human wonders. Mysterious music and guffaws from the audience reverberate around the tent as these wonderful performers have people gripping the edge of their seats.

Having originated in Québec, Canada, this entertainment company is perhaps the largest and best-known theatrical producer in the world. The amount of detail and thought that go into each performance is mind-boggling, and the latest production — *Kurios: Cabinet of Curiosities* — is no different.

*The Canadian* spoke to Michel Laprise, writer and director of *Kurios*, and Chantal Tremblay, director of creation, about the show and its reception in Japan.

## ERA OF INVENTION

“First of all, we wanted to make a show that would make people feel a lot of joy and realize that everything is possible. We wanted to make something that was optimistic. That’s why we chose the second half of the 19th century, when there was a lot of creativity,” Laprise said.

The inventions of the time include the light bulb, locomotive, telephone and telegraph, all of which have a place on the set in some form.

“Within those 50 years, there was the invention of the gramophone; it was the first way to make [exactly the same] music travel from city to city, and the first way to make human voices and instruments immortal,” Laprise added. This was amplified in the music, and the set’s sepia hues.

“I think that’s the strength of the show, that unusual visual, the idea, theme, color, music — the sound. I think it

was the combination of all those things being connected which makes it special,” Tremblay added.

## KURIOS CAST

The eccentric characters were a result of trial and error, with many using their own experiences from everyday life to help shape their respective roles. Tremblay and Laprise also emphasized that they wanted to take note of the opinions of both old and new members of the troupe.

“The old-timers were ready to challenge themselves and they knew how things worked so they could push themselves a little bit further. But they could also coach the newcomers a bit,” Laprise said.

When asked what the most difficult acts were, both Laprise and Tremblay named the upside down world, an entertaining and perplexing display of nerve, in a dinner party setting.

“Putting the act together technically, that was the hardest part. Inverting the table was difficult because it took a lot of trying and testing,” Tremblay said. “Management questioned the act a lot because, when we started to show it to upper management, it was not ready — we needed until the end to make it ready.”

The acro net act, which involved a hand-made trampoline and eight underwater creatures, was another challenging act, and something that had not been done before.

The upside down world was one of the most difficult acts to put together.



An acrobat jumps on her acrobatic bicycle dramatically suspended in midair.



Mr. Microcosmos is a self-contained ecosystem, running off of his own steam.

**We wanted to make a show that would make people feel a lot of joy and realize that everything is possible.**

“The difference between those two acts and everything else — if they didn’t work technically, we wouldn’t have an act,” Tremblay said.

The enormity of each act also comes through in the amount of training required. For the upside down world, this meant special training to test how long a human could function upside down.

“It’s not just for one night, it has to work 10 shows a week,” Laprise said. “We take two years to create a show, but these artists have sometimes trained for years — the contortionists began learning at the age of five. So it’s the result of years of discipline, it’s a lifestyle, it’s a lot of sacrifice for them.”

### READY FOR JAPAN

For Laprise, Japan was always on his mind while writing the show. “We are big fans of Japan, there is something that just speaks to our soul. When I was writing, I remember thinking ‘Okay, one day the show will go to Japan,’” he said.

This was confirmed at a performance in Montréal, Québec where Laprise recalls meeting a Japanese member of the audience who said the show would be loved in Japan. After that it was all about preparation.

While many Cirque du Soleil performances are in the grand venues of Las Vegas, London and Paris, in Japan, choosing the big top was a significant decision.



Odaiba Big Top





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## A big inspiration for *Kurios* was that this company was born in the street.

“We realized it’s beautiful. To have a tent that travels like that, it’s very magical,” Laprise said.

“The way they have done the infrastructure, it’s really top of the game and there is such a beautiful friendship between the two companies because we’ve been doing that for many years. It’s perfect. We’re a big family now and we even did a big Shinto ritual before opening,” he added.

### APPLAUSE

Japanese audiences are usually quiet and do not applaud during the shows Laprise said. But regarding which acts had the best reception, he noted no major difference compared with elsewhere in the world. “It’s the same acts actually, humans, regardless of their culture, they acknowledge, they know when another human is doing something demanding taking a risk artistically. They can feel when we went out of our way to invent something new.”

A lot of the artistic risk taken in new shows came about as a result of marketing analysis, which revealed that some people thought Cirque du Soleil was becoming predictable. So, aside from making adjustments to the budget to allow for spending on new and innovative things, Laprise also emphasized remembering what Cirque du Soleil was all about in the first place.

“To me, a big inspiration for *Kurios* was that this company was born in the street. When you are a street performer that’s the only type of performance where the audience pays after they have seen the show,” Laprise said. “When you perform in the street, it has to be generous; it’s for the people’s pleasure.”

When it comes to the business side of theatre, even given the financial success of Cirque du Soleil, Laprise emphasized that, “The show has to be first; the business is there to serve the show.” 🍁

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# QUANTUM WAVE

Canada goes small for more powerful computing

By Tim Hornyak

Photos: D-Wave Systems

Earlier this year, a little known Canadian technology company called D-Wave Systems Inc. announced that it had built a next-generation quantum computing processor. The breakthrough was made using findings of Hidetoshi Nishimori, a professor of quantum annealing — an algorithm used for finding the best solution to a difficult problem — at the Tokyo Institute of Technology.

Headquartered in Burnaby, British Columbia, D-Wave is a leader in the field of quantum computing, one of the most promising paths to advancing the power of the machines that now run our world.

To understand quantum computing, one must grasp the fundamentals of physics at the subatomic level. At this small size, the laws of physics become counterintuitive and spooky.

For instance, depending on how they're observed, subatomic particles such as photons and electrons exhibit properties of both particles and waves. As a result, objects can theoretically exist in all possible states simultaneously. According to Heisenberg's uncertainty principle, it is not possible to precisely know both the speed and position of a particle. Measuring one affects the other.

Another unusual property exhibited by subatomic particles is known as quantum entanglement. Regardless of the distance between two particles, they seem to communicate instantly. Einstein famously called this behaviour "spooky action at a distance."

This spookiness holds promise for those looking to break through the limitations that silicon places on the future of

computing. Quantum computers exploit phenomena such as quantum superposition, entanglement and tunnelling using ultra-low temperatures and superconductivity.

Classical computers can track the binary states of millions of transistors, but a quantum computer can track many other states. Moreover, whereas a bit must be either one or zero, a qubit — short for quantum bit — can be both one and zero.

## IN THEORY

It's perhaps easier to understand the difference between quantum and classical computers with an analogy presented by Microsoft Corporation Chief Executive Officer Satya Nadella. He explained how a classical computer navigating a maze would try one path, then go back and try another. This would continue again and again until it solved the maze.

A quantum computer, however, can try all paths at once. Microsoft Corporation, Google LLC, IBM and Intel Corporation are some of the major tech brands now working on quantum computers, which promise to solve very complex problems, such as modeling chemical processes, that are far beyond the ability of traditional machines.



D-Wave's 2000Q system

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**As a company, we  
have a grand ambition  
of solving the world's  
hardest problems.**





D-Wave's 2000Q chip

Founded in 1999, D-Wave has made a name for itself as the first company to commercialize quantum computers. The machines it produces are designed for quantum annealing functions — a new method for minimizing multidimensional functions — and not intended as general-purpose computers, which has led some to dismiss them entirely as quantum computers. But they have been used by the likes of Google and the US National Aeronautics and Space Administration, which launched a quantum computing artificial intelligence lab in 2013.

“As a company, we have a grand ambition of solving the world’s hardest problems,” Colin P. Williams, vice president of strategy and corporate development at D-Wave, said during a presentation in Tokyo last year. “In general, the quantum machine is not only faster than the classical, but it scales a lot more favourably than the classical as well.”

Williams, who authored the first textbook in the field of quantum computing, also described how a dilution refrigerator keeps the D-Wave processor close to absolute zero — 180 times colder than interstellar space — to achieve quantum effects. Inside the processor, which is a bit smaller than 12 cm, the qubits are actually superconductor currents generating magnetic fields.

“You can create an object that’s actually small enough to fit in the palm of your hand, and it has more components than there are particles in the entire universe,” Williams said. “That’s what superposition gives you.”

## IN PRACTICE

While the technology has the potential to be 100 million times faster than the classical machines, Williams described how both kinds of computers could work together to provide better solutions to a given application.

For instance, a radiation treatment plan for a cancer patient was optimized with a hybrid system and produced a better solution than a conventional one, meaning less collateral damage to surrounding tissue.

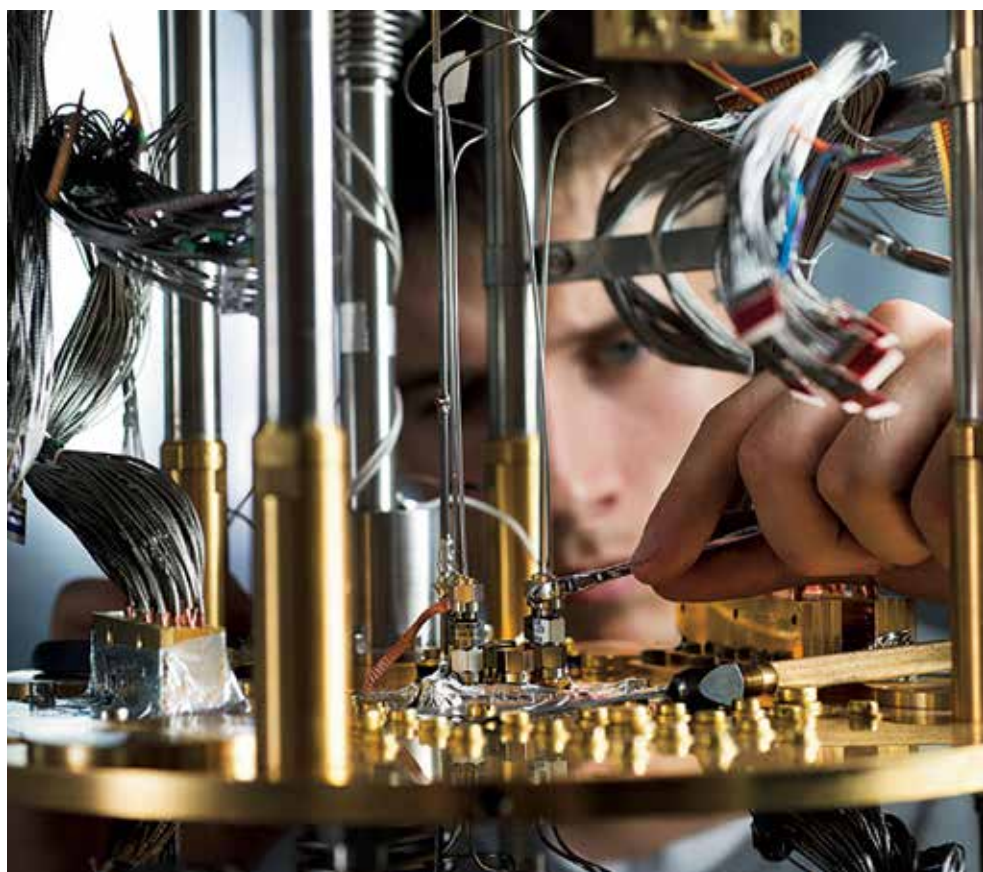
D-Wave has also begun supplying web-based machine learning services to the University of Toronto’s Creative Destruction Lab, where startups are working on probabilistic machine learning models. These programs can learn from incomplete data and infer missing data, such as filling in what an entire face looks like when given a picture of a partial face.

Companies in Japan are also finding uses for D-Wave technology. Toyota Tsusho, the Toyota Group’s trading arm, is using a D-Wave system for client solutions to try to optimize everything from factory efficiency to delivery routes for trucks.

Meanwhile, global automotive components manufacturer Denso Corporation, is experimenting with D-Wave machines to reduce traffic congestion and find the optimum routes based on vehicles’ GPS data.

In 2017, D-Wave announced its latest system, the 2000Q, which doubles the number of qubits for potential applications such as machine learning and cybersecurity. Earlier this year, the company confirmed new funding of \$C20 million from Canada’s PSP Investments, along with the fabrication and testing of a next-generation prototype processor. It’s providing added momentum for the quest to build a general-purpose quantum computer, which could prove truly revolutionary.

“The design and fabrication of this prototype represent major advances in our capability to build the world’s most complex superconducting circuits, and we did it ahead of schedule,” D-Wave CEO Vern Brownell said in a press release. “We will use this funding to continue to deliver systems and software that provide real-world quantum computing today, and to push our technology forward.” 🍁



A scientist at D-Wave works on one of its systems



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# BILATERAL RELATIONS

## Margaret Huber on the growing Japan–Canada partnership

By Robert Sakai-Irvine



Margaret Huber

**Margaret Huber has spent decades on the front lines of Canada’s diplomatic policy, dealing with complex issues of trade, security and human rights, in locales as diverse as Japan, Pakistan, the Czech Republic and Jordan. In the latter two nations, she served as ambassador.**

In her Ottawa postings, her duties have included those of director general responsible for relations with Asia. And, although she left government service five years ago, her commitment to learn about, and to act for, the public good is as strong as ever.

Huber spoke to *The Canadian* on her continuing endeavours and, drawing on her extensive international relations experience, on issues at the heart of the Japan–Canada relationship.

### **What have you been doing since leaving Canada’s government service?**

After stepping away from government service in 2013, I went back to school, taking up a fellowship at Harvard University. Since then, aside from some consulting in the energy sector, my activities have focussed on community and youth engagement.

I’ve been serving as president of the Canadian International Council’s National Capital Branch; president of the Harvard Club of Ottawa; a Music Niagara Board member; an Aga Khan Foundation volunteer speaker on international development; and a supporter of Samara Canada. Working with Wilf Wakely, a member of the Honorary

Board of Advisors to the Canadian Chamber of Commerce Japan (CCCJ), I’ve also been privileged to serve as a CCCJ special advisor.

### **What are you hoping to achieve with the work you are doing?**

The purpose of these undertakings is to learn, to engage with others — particularly youth — and to contribute to informed public debate on global issues.

### **How do you see reciprocal Canada–Japan business success developing?**

Success in both international and inter-personal relations depends on understanding how and why the views of the other may be different, and on a willingness to seek shared ground, shared goals, and a common vision of what could be possible.

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## **Success ... depends on understanding how and why the views of the other may be different**

### **How might the bilateral trade and diplomatic relations develop?**

We should do more to build on the 90 years of diplomatic relations that we are celebrating this year, by looking for concrete, measurable ways to strengthen our ties. During these challenging times, many in both Japan and Canada may be pre-occupied with powerful neighbours.

However, our shared values, our economic and trade complementarities, all demand greater efforts to strengthen ties bilaterally.

This includes in a multilateral form, such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and beyond. The Tokyo 2020 Olympic and Paralympic Games will offer opportunities to find closer relations across a wide range of possibilities.

### **How do you view the Comprehensive and Progressive Agreement for Trans-Pacific Partnership?**

The pact has enormous potential. Having served as a trade commissioner during my formative years in Asia, as well as in Brussels just as the EU was moving from the then-nine member states to today’s 26 members, any moves to wider free trade get my vote.

For Canada, even if current North Atlantic Free Trade Agreement challenges with the United States are overcome, and even if Canada reaches a free trade agreement with China, we should do all we can, separately and together, to strengthen the comprehensive agreement.

### **What role do you see for the CCCJ in bilateral ties and business?**

In bilateral relations, the role of the CCCJ is to lead, to advise and to work with policy makers. In business, organizations such as the CCCJ are strongly placed to inspire, and work in common cause with firms to take advantage of trade and economic opportunities in both our countries and in third-country markets. 🍁



# A FULL PLATE

Canada ups game at 2018 Foodex

By Julian Ryall



Foodex Japan 2018 was held at the Makuhari Messe Center's International Exhibition Hall.

**Fifty-four Canadian companies exhibited at this year's Foodex Japan trade show, far eclipsing the 35 firms that took part in the 2016 event, according to the latest figures from the Embassy of Canada to Japan. This underlines both the strength of Canada's domestic food and drink sector, and the potential of Japan as an export market.**

"Fifteen of these companies have come to Japan for the first time and we are getting such a positive response because there is a strong feeling that the Japanese economy is getting stronger and that there are opportunities for these producers," said Noboru Shimizu, trade commissioner for Agriculture and Processed Foods at the Embassy of Canada to Japan.

"And the reaction has been impressive as well," he said. "Obviously Japanese suppliers and consumers know about Canadian maple syrup and some of our other famous products, but they are also interested in innovative new foods that we produce."

Health foods were attracting a good deal of attention, Shimizu told *The Canadian*, along with some quirky products — such as

a range of maple syrups infused with coffee, bacon, or yuzu flavours, although it was not immediately clear that they would find a sufficiently strong following in Japan to make this a viable export market.

## SLICE OF THE MARKET

According to the most recent full-year statistics that could be provided by the Embassy of Canada to Japan, Canada was Japan's fifth-largest supplier of total agri-food and seafood products in 2015, with a 5.6 per cent share of the total. Canadian suppliers provided 9.4 per cent of the frozen pork and 37.5 per cent of the fresh pork consumed in Japan, along with nearly





Some of the products of Riverside Natural Foods Ltd.

16 per cent of the soybeans and about 25 per cent of the non-durum wheat.

By value, Japan's processed food imports were valued at C\$45.2 billion in 2015, with Canada providing 4.1 per cent of that total, while agri-food and seafood exports to Japan were valued at C\$3.8 billion.

For a number of companies taking part in this year's Foodex Japan is a critically important export market.

"We have been coming here for 23 years, which makes us the joint-longest attendees, and Japan accounts for about 20 per cent of our export market," said Sylvain Lalli, president of Alleghany's Maple Farms Inc., based in the Québec town of Saint-Pacôme.

### GETTING IT RIGHT

"Over the years, we have discovered that Japanese people place a lot of emphasis on building up a strong and healthy business relationship with those that they feel they can trust," Lalli said. "For us, that is an ideal situation because we have a similar attitude and it is effective for both sides."

Lalli supplies a range of products to the Japanese market, including both organic and regular syrups.

"One big difference about doing business here is that the Japanese expect the product

to be perfect — and it is very important that we provide items that meet that very high standard," he said.

Japan was Alleghany's Maple Farms' first overseas market, which it entered in 1995. Since then and based on the company's success here, it has entered 30 foreign markets, including South Korea and Singapore.

"To be successful in Japan, there has to be trust going both ways and we always make sure to respect the culture of doing business here," said Michele Bond, vice president of the company. "And when we eventually retire, coming to Japan will be the business trip that we will miss most, I think."

### MAKING CONNECTIONS

For Marie-Michele Le Moine, manager of the retail division of Fruit d'Or Inc., the largest annual food trade show in Asia is an opportunity to reconnect with existing clients, forge new contacts and gain a better understanding of this unique market.

"It is so different here than anywhere else, so anything we can learn about the market, about consumer trends and what potential partners are looking for is extremely valuable," said Le Moine.

The company provides cranberries and blueberries in categories, including in bulk, as nutraceuticals and as organic products under the Patience Fruit & Co. label.

"We sell ingredients to more than 50 countries, but Japan raises the bar for expectations and standards, which is a positive thing because it makes us work harder at being a better supplier.

"Quality and safety are so important here and consumers can be picky, so we have to be really attentive to the details.

"Here, it is really important to get the right importer for a retail line and that is one thing that we aim to do this year," she said. "If we can do that, I believe Japan could grow to account for 10 percent of our total sales, up from around 3 percent at the moment.

"Achieving that is about meeting the right people and having all the right pieces in the right places at the perfect time," she said. "And that takes time, but is worth it in the end."

### NATURAL DIFFICULTIES

For some companies, however, Japan is proving a very tough nut to crack.

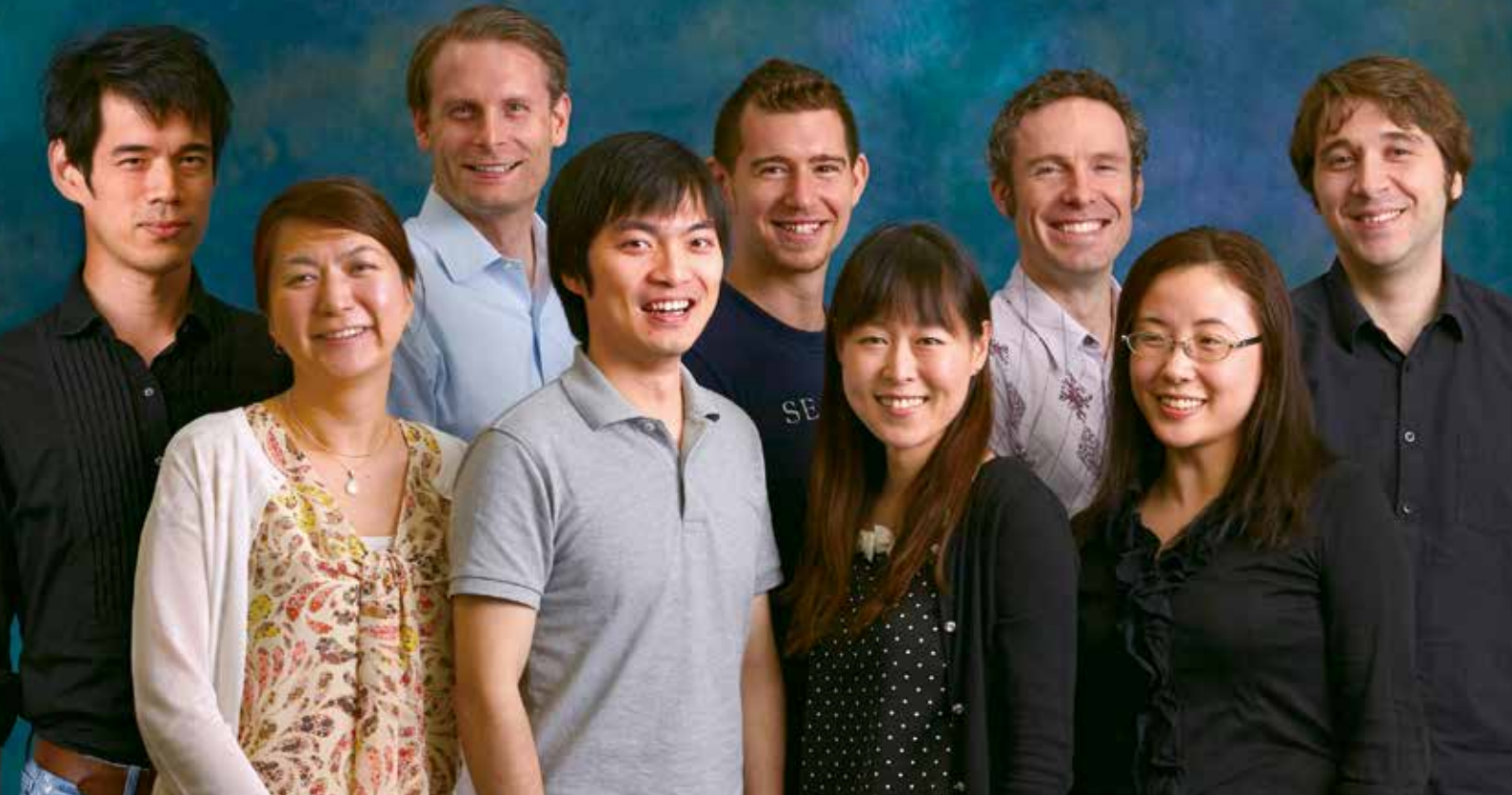
"This is the third year that we have been here, and we have learned that this is an extremely difficult market," said Peter Mulherin, vice president of sales for Ontario-based Riverside Natural Foods Ltd.

"This should be a great market for our ranges, which are healthy snack foods geared towards children as an alternative to sugary treats, but it appears that the organic market is not sufficiently developed here yet," he said.

"I know it takes patience to access the Japanese market and we are hopeful that we will be able to arrange a distribution deal with Costco, but if that does not work, I am not sure we will be back again next year," he added. 🍁



The representatives of Alleghany's Maple Farms Inc. From left, Michele Bond, vice president; Marie-Michele Lalli, sales; and Sylvain Lalli, president.



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# OPEN LEARNING

Why diversity in business matters

By Maxine Cheyney

McGill University is the only *Financial Times* ranked MBA offering its program in Japan.

**Japanese Prime Minister Shinzo Abe has made efforts over the past five years in his diversity and inclusion drive and womenomics agenda. But, the ambitious, initial goal of having women account for a minimum 30 per cent of the leadership in Japanese companies by 2020 has been revised to 7 per cent in government and 15 per cent in companies by 2021.**

On March 15, the Canadian Chamber of Commerce in Japan (CCCJ) hosted dean of the McGill University's Desautels Faculty of Management at the Roppongi Hills Club. As part of the CCCJ Speaker Series, Isabelle Bajeux-Besnainou addressed the luncheon guests and workshop attendees on the subject of women in academia.

## EDUCATION ROOTS

"In academia, it looks like women are increasingly being represented at universities. Today, the number of women in universities is equal to the number of men studying at undergraduate level worldwide," Bajeux-Besnainou said. In fact, at McGill University, 58 per cent of the students are women.

Looking at the workforce, however, despite the near 50–50 split, she noted that women tend to hold positions at lower levels in businesses, and that they are under-represented in higher-level positions.

"The other issue is that not only are women not necessarily getting senior positions in companies, but when they are, they are very often put in positions where they are linked to human resources or communications marketing, which are not core functions," she added.

This often means lower pay compared with other roles, and that those positions are at the most risk.

## COMPANY MINDSET

In business, Bajeux-Besnainou believes diversity is crucial to correctly represent customers. It's also a moral issue.

"It's the right thing to do because it's a matter of providing opportunities. If you are not hiring half the population, it means that you are missing out on a lot of different talents."

Diversity at companies and on boards is also essential to improving the bottom line, and Bajeux-Besnainou emphasized the importance of bringing a variety of perspectives to business. In terms of problem solving, this is particularly significant.

"Having different approaches in general is just as important in terms of finding the solution for the problem," she said.

She added that the significance of women in consumer spending makes this all the more important, with women representing the largest market opportunity in the world, accounting for about US\$20 trillion in annual consumer spending.

Referencing reports by non-profit Catalyst Inc., she said that, with just one

woman on the board, the return in equity would improve 53 per cent, return on sales 42 per cent, and return on invested capital 66 per cent. In Canada women make up 25 per cent of boards, while in Japan that number is only 5 per cent.

What is needed, she believes, is a cultural shift, which is not easy to attain in Japan.

"Cultural shifts are probably the most difficult to achieve; it's extremely complex to change the culture of a company, or to change the culture of a country," she said.

## WOMEN IN FINANCE

A mathematician by background and mother of three, Bajeux-Besnainou outlined some of the barriers women face when looking to take on careers in finance.

"When I talk to the banks, they are all very eager to hire women, but they cannot find them because we don't produce enough of them. So if we're not addressing that at the university level, then it's not going to be fixed at a higher level later on."

At McGill University this means setting up a taskforce to address the minority of women in finance.

With this came an internship program with the Bank of Canada. She noted dramatic changes in opinion after students completed the internship.

"They thought initially that the work environment would not be good for women. And then, after the internship, they found that they had been very happy there and this was the perfect work environment." 🍁





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# BREAKING DOWN WALLS

Speaker Series: Learning from diversity management in the European Union

By Maxine Cheyney



Kaori Nagao is a newscaster at NHK

**Global political and societal upheavals in the United States, the Middle East and Europe have rapidly changed both the way, and the pace at which, we consume news. With political instability on the rise, and immigration a headline topic, it is essential that diverse and multicultural societies be understood.**

On March 26, the Canadian Chamber of Commerce in Japan's Global Diversity Management Committee hosted Kaori Nagao at the Embassy of Canada to Japan. The NHK newscaster spoke about her experiences studying and working in Japan and abroad.

## CAREER CHALLENGE

Since graduating from the London School of Economics in the United Kingdom in 1994, Nagao has sustained a career spanning 23 years at NHK, Japan's national public broadcasting organization. She served as Paris Correspondent from 2004 to 2007, and has been the Bureau Chief for NHK Brussels since 2015. The latter posting had enabled her to gain first-hand experience of diversity management in both the European Union and Japan.

Of NHK's 12,000 employees across Japan, women account for 17 per cent, and 20 per cent in the news section. Nagao noted that the ratios have not changed since she joined the company. She believes there is one central reason for this.

"Many companies, including NHK, employ more men than women because female workers tend to withdraw from the job at a certain stage," she explained.

Referring to child rearing, Nagao said that many women, at about the age of 35, face the choice of continuing with their careers, or getting married and starting a family. Juggling both as a foreign correspondent is anything but easy.

"Working as a journalist is very laborious, very hard, and you have to be physically strong. And NHK obliges us to be able to transfer from Tokyo to other local stations every two or three years. You are, more or less, at risk of letting your family be separated," she said.

## The role of government, corporations and institutions is key to ensuring the correct management of diversity.

As a result, she said many women rethink their careers, or leave their jobs.

"If I were a boss and had been assigned to choose whether to send a young female correspondent to another country or not, I would have to consider their family situation, because once you become a foreign correspondent you have to be flexible and available [around the clock] to go anywhere," she said.

Despite these difficulties, Nagao believes that competition for the role of foreign correspondent is fair at NHK.

"NHK is an ideal place for women to work, because we are treated very much equal to

men and we are valued according to our abilities," she said.

## CHANGE IS COMING

The role of government, corporations and institutions is key to ensuring the correct management of diversity. When it comes to business Nagao believes one profession that encourages thinking that promotes diversity is journalism. Nagao suggested that being open-minded, studying abroad, and being in an environment in which you experience different backgrounds is a prerequisite for being a journalist.

In relation to Japan and Europe, she pointed out that Europe is used to diversity, whereas Japan is not.

"It's because it's not only about gender, it's also about religion and ethnicity. They have more history of working and living together in a mixed cultural environment."

However despite this diversity in Europe, she also saw social gaps among different generations of immigrants while in Paris, extreme-right movements gaining momentum and euro scepticism, which has changed the way people think about free movement.

"People started to think that it's better to build a wall against someone coming from outside, rather than have co-existence and integration on the Continent. Its a huge turning point for Europe," she said.

Looking ahead, one barrier to diversity for Japan is the gap that exists between domestic media and international news. *The Canadian* asked Nagao what she considers to be the role of media.

"The role of media is raising awareness of the reality ... of course there are reports and news [from abroad], but the percentage of these is much lower than that of domestic news." 🍁

# RAYS OF LIFE

Light technology in food takes its first steps in Japan

By Maxine Cheyney



Plants treated with VQe bear larger peppers (right) than those not treated.

**Light therapy is something you might associate with the skin and perhaps treatment of seasonal affective disorder. The benefits — in terms of mood improvement — of the treatment have been proved, whether it is used to adjust your circadian rhythm or to soak up vitamin D.**

But, it is not just in the area of health that the benefits of light lie. Farmers and food makers are also using light-based technology to extend the life of their goods.

To discuss the use of light to find solutions in food preservation, *The Canadian* spoke to Vitabeam's Chief Executive Officer James Millichap-Merrick, and Co-founder and Chief Science Officer, Dr. Vladimir Vasilenko.

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**[An] important purpose of this technology is to decrease the wasting of food and other organic perishable products.**

## PLATE TO MOUTH

During transport and storage, perishable foods are susceptible to damage and decay. In fact, according to the Food and Agriculture Organization of the United Nations, each year, the world loses or squanders one third of the food it produces.

One of the most common ways this happens is during transport. Although

food is moved in dark, refrigerated compartments, refrigeration technology has barely changed over the years and is not always effective. This is where Vitabeam has proved its value, having developed a new patented and patent-pending LED light technology called VQe that can help extend the shelf-life of perishable products in retail markets and at home.

Additionally, VQe can be used by food growers to bolster the health and natural production of plants under cultivation in greenhouses and vertical farms.

VQe, which Vitabeam refers to as its Healthy Radiant Energy technology, works by using safe wavelengths that resemble the sun's light. The technology stimulates photoreceptors within plants to enhance photosynthesis, cellular respiration and ATP (adenosine triphosphate) production. The produce remains fresh, naturally, for a longer period of time after harvest. It also limits the spread of pathogens by killing them and boosts a plant's natural defense system. At the same time, it selectively protects more complex life forms, such as plants and animals, while destroying lower life forms, such as bacteria and fungi.

Delivered via light emitting diodes (LEDs) which are more energy efficient in comparison to fluorescent lights, the technology boosts an additional energy-saving component as products exposed

to VQe require less refrigeration. The company's co-founders believe the technology will attract more health-conscious consumers and ultimately reduce food waste.

Looking ahead, they believe that compliance and acceptance in the local market is the final crucial step.

## LIFE'S WORK

Vitabeam's chief science officer, Canada-based Dr. Vladimir Vasilenko, isolated the optimal wavelengths for growing plants in a greenhouse. Using this technique, light can be optimized for a specific stage of growth while all dangerous UV rays are removed.

"My aim was to deploy the discoveries I made at the intersection of several disciplines — such as plant physiology, biophysics and microbiology — by creating new, cutting-edge technology and products that would be very beneficial in areas of food production and storage, food safety, and improved health security for people," Vasilenko explained.

"The other important purpose of this technology is to decrease the wasting of food and other organic perishable products, such as cut flowers and seeds."

Vasilenko's discoveries were first made between 1993 and 1997, when he was working as a research fellow at the Russian Academy of sciences in the laboratory of Nobel Prize Laureate Alexander M. Prokhorov (1916–2002). The earliest prototype was created in 2013 and brought to Japan the same year, with the help of Tokyo-based management consulting and advisory firm Silverbirch Associates KK's chief executive officer, Patricia Bader-Johnston.



However, the product initially faced some barriers. “He brought a prototype of that very first patent to Japan, and he was here for three or four weeks. I introduced him around to various trading houses, but it was too early,” Bader-Johnston said. “People weren’t seeing the potential of the LED lights yet, or the urgent need for food security, or food wastage.”

It was later that Vitabeam Limited was formed. The technology company, which has its global operations in London, United Kingdom, then set up a testing facility in Ontario, as well as research and development facilities in Ontario and Québec.

### PARTNER UP

Millichap-Merrick is in the process of building a list of distribution partners in Japan and reconnecting with key potential partners.

“The ultimate aim of my visit to Japan is to explore the commercial opportunities for Vitabeam, our application for farmers, cultivators, retail supermarkets, food processors and healthcare, and to find out what we can bring into this unique market

with so much consumer awareness, because there are so few products that are natural, clean, and safe,” Millichap-Merrick said.

However he does see challenges in finding the right partner. “Finding key distribution partners that understand the product’s commercial value, the needs of the consumers and the regulatory compliance is very important to us.”

While LED lighting was not widely used when Vasilenko first came to Japan, the technology now is such that its adoption could be wide-reaching.

“It’s optimum time to use them. Three or four years ago, that was not the case,” Millichap-Merrick explained.

Vasilenko is confident that the products will make it in Japan. “Our team is willing to work closely with Japanese companies who are interested in testing and using our products.”

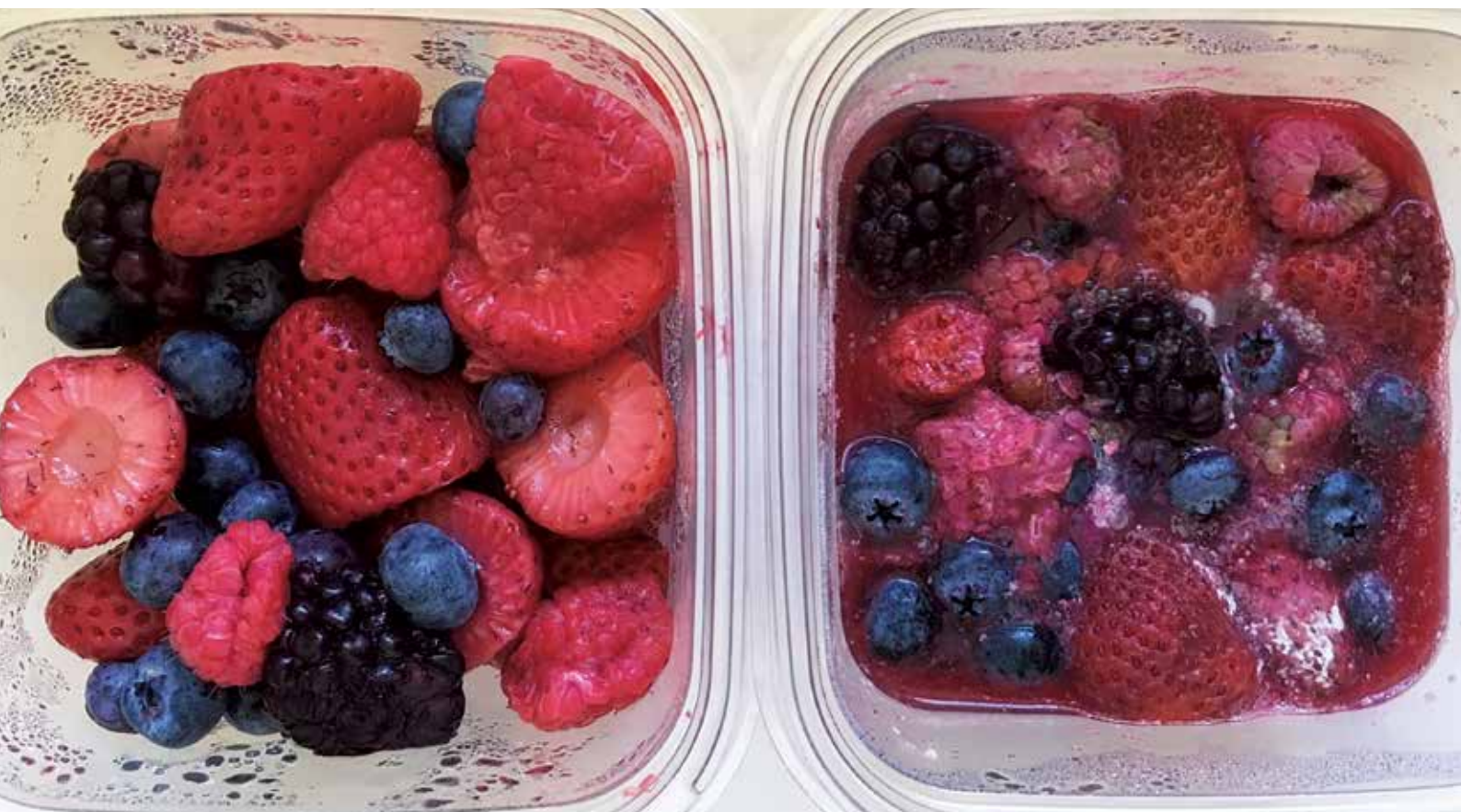
So far, there have been positive outcomes. Vasilenko mentions that, in 2015, an eight-week test comparing a quality retail grocery chain that used the VQe device and a control store revealed that the former showed a significant reduction in loss of fresh produce.

## The technology will attract more health-conscious consumers.

Vitabeam’s results from cultivators and retailers demonstrate the improved growing conditions, money saving, and the value to consumers of safer and cleaner products.

Millichap-Merrick is equally confident. “There are issues with food security, a growing awareness amongst consumers, and more independence in thinking about alternative solutions as opposed to buying what is on the shelf.”

In an increasingly health- and waste-conscious Japan, where the market for organic and independent farm produce is growing, so too is demand for fresher and safer food that lasts longer. Alternative technologies, such as those being developed by Vitabeam, might just provide some valuable solutions. 🍁



A California distributor purchased MaxStrip. Tests show berries purchased at the same time, with five days of treatment (left) vs no treatment (right).

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# TOHOKU YOUTH PROJECT

By Neil van Wouw



HyLife Pork hosted guests to celebrate a successful Tohoku Youth Project 2018.

Since 2012, the Canadian Chamber of Commerce in Japan (CCCJ) — along with NPO Ganbatta 365 — have organized an internship program and homestays in Tokyo for high school students from the Tohoku region. This year's program ran from March 4 to March 9, with students joining from Takata Senior High School in Rikuzentakata, Iwate Prefecture.

For the first five years, we had between 11 and 14 students every year, but this is the first time we reached our target of 15 students. This was also the first year that we had more boys than girls on the program.

The Friday night event that closed the week was a highlight. In past years we have done a cruise of Tokyo Bay, enjoyed the great view from Roppongi Hills Club and had a special *rakugo* performance by the CCCJ's Cultural Ambassador, Katsura Sunshine. This year,

we enjoyed the home comforts of Canadian food at HyLife Pork — which also hosted an intern — and some great presentations from students.

We heard some heart-warming and entertaining stories from their week at work, while students, host families, and company representatives had a chance to discuss together the week's experiences. We welcomed back a student who had participated last year, and a homestay host who also had previously

participated. We even had one chamber member come along to find out more about participating as a host next year.

In 2019, we hope to begin organizing everything much earlier, and will be meeting in May or June this year to begin planning. This should give us more time to find the host families, allowing us to avoid having to make nail-biting last-minute approaches.

And if we can get the work-experience companies, homestay families and students figured out early, it would enable us to give them more information about each other before the program starts.

This is something the companies and homestay families often request.

We have Tohoku Youth Project-related meetings coming up, so please get involved to help us make it even better next year. 🍁

Students gave presentations on their week at work.



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# SWEET INNOVATION

Infrastructure and wine seminar encourages private sector to invest in Canada

By Mona Ivinskis



Alberta wine, whisky and beer were served at the event.

**Although Canada is widely known for its wealth of natural resources, it is also becoming a hub for innovation and technology. This is in large part due to its favourable business and start-up climate.**

In a January 2018 *JOI* magazine, issued by the Japan Institute for Overseas Investment, Canada is described as being the easiest G7 country in which to start a business, based on The World Bank Group's statistics for 2016. Its consistent and sustained economic growth outperformed that of all other G7 countries, which include the UK, Germany and the United States.

The Canadian Chamber of Commerce in Japan hosted an Infrastructure and Wine Seminar for its members at the Embassy of Canada to Japan on February 21, to showcase the benefits of investing in Canada.

## INDUSTRY CHANGE

Opening the seminar, Lianne Ouellette, first secretary and trade commissioner for Investment, Energy, Natural Resources and Advanced Manufacturing for the Government of Canada, said that Canada is shifting its industry focus to science, technology and innovation, across sectors such as aerospace, automotive, life sciences, IT, artificial intelligence, robotics and agri-food, making it an ideal partner for Japan.

"The government is putting a lot of new resources into attracting investment from abroad," she said.

During her recent trip to Canada, she noted that the municipalities she visited are looking to ensure they have the right ecosystems in place for a number of sectors.

"Universities are working with the private sector, and they are both working with the government in order to provide the right conditions for businesses to thrive," she explained.

"The message here is that Canada is a lot more than just natural resources, mountains, maple syrup, mining, and oil and gas."

As an example, Ouellette specifically mentioned Fujitsu Laboratories Ltd., which entered into partnership with the University of Toronto to establish a new research centre to bolster research and development in quantum computing. In addition, Google LLC and Facebook Inc. have invested in Canada recently for their research and development operations in artificial intelligence.

## WHY INVEST?

Although Canada has a relatively small market, with a population of 36 million, it has preferential access to both the United States and European Union markets, offering solid investor protection. Ministry of Foreign Affairs Second North America Division Deputy Director Tomonobu Sato outlined the benefits of both the North American Free Trade Agreement (NAFTA) and the recently signed Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

Alongside these are the Canadian-European Union Comprehensive Economic and Trade Agreement (CETA) with the EU, and free

trade agreements with South Korea, Israel and Chile. Companies that invest in Canada will have access to all of these markets, amounting to a total of direct access to nearly 1.2 billion of the world's consumers and a combined GDP of US\$41 trillion.

Canada also offers one of the most competitive corporate tax environments in the G20, a diversified resource base, and leading-edge innovation clusters.

## HONEY HIGHS

To promote the importance of Canada's agricultural sector on a global scale, Mary Beth Takao, senior commercial officer from the Government of Alberta's Japan office, introduced a Canadian product that has found success in Japan.

Honey wine, or mead, is now being produced in Canada's fourth-largest province of Alberta, which offers huge potential for agriculture.

"Our crystal clear water and crisp air make it the perfect environment for producing safe and secure food products, one of which is mead," she explained.

More than 40 per cent of honey from Canada is produced in Alberta. Honey bees that feast on canola, alfalfa and clover produce a clear, light-coloured honey, which is particularly valued by Japanese trading partners.

Spirit Hills, a winery located in southern Alberta, has carved out a place in the Japanese market with their world-renowned honey wine. It is available at high-end department stores and 5-star hotels and restaurants throughout Japan. 🍷

# UPCOMING EVENTS

## Canada–Asia Business Summit 2018

The summit is a chance to close the information gap between countries of Asia and Canada, while promoting and enhancing business cooperation. There will be a number of seminars on important topics relating to business and investment between Canada and Asian countries, with various speakers from Canada and Asia expected to deliver thought-provoking speeches. All Canadian Chambers of Commerce in Asia, representatives of Canadian provinces in Asia and other stakeholders will be invited to the summit.

**Date:** May 4–5

**Venue:** Radisson Blu Dhaka Water Garden, Dhaka, Bangladesh

**Website:** [canchambangladesh.org/canadaasiabusinesssummit2018](http://canchambangladesh.org/canadaasiabusinesssummit2018)

## Showcase Canada 2018

Showcase Canada 2018, a trade and education fair, is designed to boost trade and investment and promote Canadian education opportunities to interested students and parents. It's also a great opportunity to exhibit products and services and popularize them in the quickly expanding market of about 170 million people in Bangladesh.

**Date:** May 6–7

**Venue:** International Convention City, Dhaka, Bangladesh

**Website:** [canchambangladesh.org/showcasecanada2018](http://canchambangladesh.org/showcasecanada2018)

## CCCJ Golf Scramble

Come along for some team golf and a chance to win the CCCJ Trophy, CCCJ Golden Toques and some great prizes. Every cart will be well equipped with beer, and a buffet will be served at the end of the day.

**Date:** May 18

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

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

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

**Tournament cost:** Only ¥22,000 for members and ¥23,500 for non-members. This includes transport from Tokyo, drinks, green fee, lunch and dinner. (Please note that there is no discount for not taking the bus).

## Joint Chamber Summer Cocktail

One of the most popular joint chamber functions of the year, this party attracts more than 300 business people from different chambers for an evening of great food, drink, fun and networking. Head to the website to register for this event.

**Date:** June 7

**Venue:** Roppongi Hills Club, 51F, Tokyo

**Time:** 18:30–21:00

## Canadian Quiz Night

Brew La La is a new, North American-style craft beer bar in Shimbashi, just four minutes' walk from the station. They offer a variety of craft beers including Canadian beer, wine, cocktails, and simple snacks and sandwiches. Join us for a fun quiz and networking.

**Date:** May 22

**Venue:** Brew La La, Shimbashi, Tokyo

**Time:** 19:30

**Cost:** ¥1,800 (Tickets include a small beer and Brew La La's famous grilled cheese sandwich).

**For more information or to book any of these events, please visit [cccj.or.jp](http://cccj.or.jp)**

Joint chamber summer cocktails in 2017





# The Canadian Chamber of Commerce in Japan welcomes our newest members!

## INDIVIDUALS



### Matthew Nicholson

SoftBank Group

I'm from Revelstoke, British Columbia, and have been working in Japan for the past 20 years or so in the communications field, and currently I work at the SoftBank Group. I joined the CCCJ to stay on top of what Canadian businesses are doing in Japan and to be connected to an exciting community!



### Nobuyuki Ishii

I lived in Vancouver, Banff, Toronto, Québec and Montréal for about 33 years, before returning to Japan in October 2014. Since retiring, I have continued to work on cultural exchanges between Japan and Canada. I would like to continue to promote both countries as much as possible with fellow CCCJ members.



### Ayana Nezu

Coto Japanese Club

I work as a coordinator at a Japanese language school in Azabu-Juban. I joined the CCCJ mainly because I'm interested in businesses that will help the global growth of Japan. I would also like to meet new people to broaden my horizons.

## NON-RESIDENT CORPORATE



### John Baker

Ontario Cattle Feeders Association

Ontario Corn Fed Beef is produced on family farms in the province of Ontario. Our mandatory on-farm Quality Assurance Program ensures that our certified beef farmers follow a high standard of wholesome feeding and farm management practices. We look forward to working with our Japanese distribution partners as well as our partners in industry and government, and now with the Canadian Chamber of Commerce in Japan, to continue to grow in this important market.

## SMALL BUSINESS



### Machiko Asai

A&People

We are joining the Canadian Chamber of Commerce in Japan to network and exchange ideas on business opportunities and management. As a translation and interpretation service provider, we have expertise in Japanese-English business communication that, we believe, would be of tremendous benefit to the chamber and its constituents.



### John McMahon

UrbanStar Capital

I am very thankful for the opportunity to join the Canadian Chamber of Commerce in Japan. We at UrbanStar Capital really want to put our best foot forward and build relationships with not only our Japanese business partners, but the business community in general. The chamber represents a great conduit for building both social and business relationships.



### Jonathan So

Brew La La

I was born and raised in Toronto, and moved to Tokyo last year to open a craft beer bar in Shimbashi called Brew La La. I look forward to meeting more fellow Canadians in the city and joining some CCCJ events!



### Markus Gfeller

G&S Japan K.K.

We are joining the chamber mainly because we want to support Canadian companies in Japan with executive search services. As an originally Swiss-based corporate consultancy firm, specializing in the Asian Market for mainly Swiss, German and Austrian small-to-medium sized enterprises, we feel that we might be beneficial to members. I served as a vice president of the Swiss Chamber of Commerce in Japan for four years, so believe I can contribute to your chamber in different ways.

# SAFE PASSAGE

The Canadian ship that became a safe harbour

By Tim Hornyak

**In just over five years, Tokyo will mark a century since the 1923 Great Kanto Earthquake. The magnitude-7.9 temblor is one of history's most deadly: at least 140,000 people died as a result in the cities of Tokyo and Yokohama, and the surrounding prefectures. Portions of the capital were reduced to rubble, and because the earthquake struck just before noon, cooking fires ignited horrific firestorms and tornadoes of flame. With water mains ruptured, it took two days to extinguish the inferno.**

But there are stories that show there were rays of hope amid the devastation. One story concerns the role of a Canadian ship commanded by a British–Canadian sea captain. The Canadian Pacific Steamships Ocean Services Ltd.'s ocean liner RMS *Empress of Australia* was moored at Yokohama and her captain, Samuel Robinson, was preparing to depart.

## LOWER THE ANCHOR

Born in Hull, England, Robinson first went to sea at age 14, joining the then-Canadian Pacific Steamship Company in 1895. He made a name for himself with a record-breaking run across the Pacific in 1914, when he commanded the RMS *Empress of Asia* from Yokohama, Japan, to Victoria in British Columbia in nine days, two hours and 44 minutes.

Robinson had been captain of many other ships, but it was his actions on the RMS *Empress of Australia* on that fateful day of September 1, 1923, for which he is remembered. When the quake struck, the crowd of well-wishers on the wharf waving

to passengers was knocked over by the seismic shock.

According to a 1958 *Canadian Press* report, Robinson commented that “the land [was] rolling in waves apparently six to eight feet high like a succession of fast-moving ocean swells”, and noted that entire cars disappeared into fissures in the streets as the sea flooded the shore.

The wharf itself was on fire and high winds were lofting embers onto the ship. Robinson, a retired Royal Navy Reserves commander, did not lose his cool. He ordered ropes and ladders lowered to rescue those trapped on the dock.

Despite the fact that the harbour was full of debris, damaged ships and oil slicks that had ignited were generating 60-metre-tall towers of flame, while another ship, the *Lisbon Maru*, collided with the RMS *Empress of Australia* under high winds, Robinson managed to move the ship a safe distance from the wharf. However, its propeller snagged in a cable, the ship could not escape the devastation.



PHOTO: VANCOUVER PROVINCE

Captain Samuel Robinson

While he waited for assistance, Robinson picked up more evacuees from small craft and had the ship's lifeboats lowered and search parties dispatched to look for survivors. Passengers joined the ship's officers and crew in this work, which continued all night.

## COMBINED EFFORTS

Though Japanese and Canadian ships soon joined the relief effort, and helped free the RMS *Empress of Australia*, she remained in the area for 12 days, and took on more than 3,000 refugees, who were relocated to Kobe. The ship also served as headquarters for a relief effort organized by the British Consulate-General, which was boosted by the arrival of four American destroyers a few days after the catastrophe.

For having saved the lives of so many, Robinson was made Knight Commander of the Order of the British Empire, awarded Japan's Order of the Chrysanthemum, and received numerous other accolades. He later served as captain of the RMS *Empress of Canada*, the line's largest and fastest ship, and eventually retired in 1932 after 48 years at sea.

The RMS *Empress of Australia* served as a troop ship during and after World War II, and was scrapped in Scotland in 1952. A bronze tablet from the ship that was commissioned by the grateful survivors of the quake was saved and presented to Robinson, then aged 82, at a ceremony in Vancouver. He died five years later. 🍁



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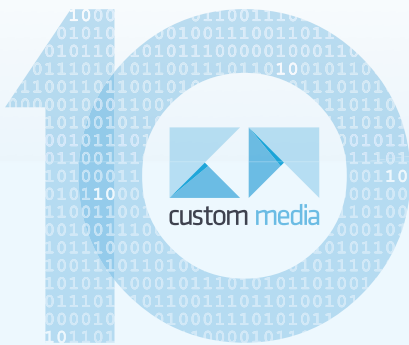
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