

THE CANADIAN

QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN



TWENTY-FIRST CENTURY VISION

New Canadian Ambassador Ian G. McKay
looks forward to even stronger bilateral ties P10



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The Canadian Chamber of Commerce in Japan

La Chambre de commerce du Canada au Japon

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

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

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LOOKING FORWARD

By Alec Jordan
Editor-in-Chief
The Canadian



I hope that this final issue for 2021 finds you all well and ready to enjoy the holiday season.

A few years back, I was able to speak with Canadian Ambassador to Japan Ian McKay when he was CEO of Invest in Canada, and it was an honour to be able to visit him at the Embassy of Canada to Japan in Tokyo for another conversation (page 10). I found his comments on the state of Canada–Japan relations to be insightful, and was happy to hear how dedicated he is to working with the Canadian Chamber of Commerce in Japan (CCCJ) and helping it continue to thrive.

One of the topics that our conversation touched on was the role that Canada can play in maintaining a free and open Indo-Pacific region. In this issue, we have a piece written by CCCJ Governor

Stephen Nagy that explores the area from an economic perspective (page 21).

INNOVATE AND IMPROVE

Innovation in technology was the key topic in a recent webinar organized by The Japan Society and the law firm Borden Ladner Gervais LLP. Discussion delved into advances in hydrogen technology, how governments are beginning to support the inclusion of hydrogen in their plans to reach net zero emissions by 2050, as well as how Japanese and Canadian companies can work together for economic growth and to help protect the earth's environment (page 26).

JOURNEYS AND MEETINGS

If you're thinking about a new endeavour to try in the new year, check out the article by Harold Godsoe, chair of the CCCJ's External Relations

Committee (page 24). He tells us about some of his solo cycling adventures in Japan.

When Tom Uleck, the founder of British Columbia-based Best Coast Bonsai (page 18), first visited Japan, he wasn't expecting to discover a love for the time-honoured tradition of bonsai. However, his introduction to the art led him to later return to Japan for an apprenticeship and, eventually, to launch his own business, which brings out the natural beauty of local plants.

Finally, even with the changing Covid situation, safe in-person events are starting to become more frequent. We're happy to be able to include recaps of two opportunities the CCCJ community had to meet up: a Thanksgiving picnic and fitness session (page 29) and the Hibiya Cinema Festival (page 27).

Thanks as always for your continued readership, and we'll see again you in the Year of the Tiger. 🍁
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FOUR LETTERS

By Noriko Ishida
Executive Director
Canadian Chamber of Commerce in Japan



“It’s the greatest news of the year that you became the executive director,” a long-time friend of the Canadian Chamber of Commerce in Japan (CCCJ) said to me.

“I’m happy to learn that you became the executive director,” a member of the CCCJ, offered someone involved with the chamber for years, before adding, “I have been wondering where you might be going after McGill MBA Japan.”

And these are only two of the messages I received when my appointment to the position of executive director was announced.

It was 11 years ago when I found out about the CCCJ quite by accident. After a three-month homestay in Toronto, I was looking for opportunities in Japan to remain connected with Canada. One day, when I Googled “Canada” and “Japan,” a web page popped up: “Volunteer for the Maple Leaf Ball Wanted.”

I immediately applied, was accepted and went on to volunteer for the following two galas as well. Each time, I was honoured to meet new people and make new friends. I include among them former Governor Yuko Sudoh and Tad Furuta (current chair of the Team Canada Committee), who kept encouraging me to attend other CCCJ events, even though they knew I then lived outside Tokyo. I must admit, at the time I was not even quite sure exactly what the CCCJ did.

GROWING WITH THE CHAMBER

In April 2013, I started to work at McGill MBA Japan program’s Tokyo office. As an affiliate member, I was privileged to be able to attend events such as social gatherings, seminars and of course, Maple Leaf Galas. I never imagined I’d attend them as a guest.

I enjoyed working with the CCCJ office to arrange co-host speaker events and, as the chamber continued to give me opportunities, I gradually took on two leadership roles because I wanted to help it grow.

One role was as the chair of the Membership Committee, which enabled me to revise the membership brochures. The other role was as chair of the Events Committee, which not only meant I was the “chief entertainment officer,” but I managed and systematized event planning, and most recently, adapted planning procedures to meet our current pandemic-related situation.

At times, it was challenging to work as a volunteer for the CCCJ while working full time. But through these experiences my knowledge has deepened, while my social and professional networks have expanded.

Life is, indeed, full of unexpected encounters and surprises. The person who, through the internet, found the CCCJ is now working there. As paragraph 10.1 of the chamber’s by-laws explains, she is “responsible for managing and operating the chamber office, including the planning, development, initiation and implementation of policy, programs, administration, and operations related to all activities of the chamber.”

I am glad when members voice their expectations of me. But, at the same time, I realize the responsibilities I have taken on are huge. Yet, while I don’t have a magic wand that can solve all issues, I am surrounded by people — the Board of Governors, members, friends, those I’ve met

For months and years to come, I am at your service.

through the CCCJ — who are guiding me, who are willing to offer a helping hand and who give me sound advice. For that reason, I’m really looking forward to working with you all.

NEW TERRITORY

The chamber’s relocation in September was one of the organization’s biggest events since I took office. The premises are in the beautiful Cambridge Innovation Center Tokyo, located in the Toranomon Hills Business Tower. The more than one week it took to unpack boxes and organize the documents turned out to be a good opportunity for me to learn how the office is organized and how it was run by previous executive directors and office managers.

It is now four months since I assumed my role in an organization that promotes the development of commerce between Canada and Japan — exactly the work I had hoped to be doing one day. It’s really wonderful when one’s dream comes true, isn’t it? And so, for the months and years to come, I am at your service with my #CCCJ: Capable, Communicative, Competent and Joyful. 🍀

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Tokyo awards Senator top honour

The Government of Japan recently announced the recipients of the Order of the Rising Sun awards. Former Senator David Tkachuk, also the former co-chair of the Canada-Japan Inter-Parliamentary Group, was one of the recipients of the Gold and Silver Star.

Tkachuk was a member of the Senate of Canada, representing Saskatchewan from 1993 to 2020. He was recognized for his contribution to promoting and strengthening Canada-Japan ties through parliamentary exchanges before his retirement on February 18, 2020.



PHOTO: TWITTER.COM/AMKAWAMURA

War hero reveals secret work

Marjorie Stetson, a 97-year-old retired sergeant and World War II veteran, has finally revealed the identity code she used for covert work during the war. She had to sign 15 copies of Canada's Official Secrets Act before stating that the code is 225. According to an article on *CBC News* posted on November 7, Stetson kept the details of her work — which involved using a radio receiver to pick up Japanese army and air force communications and transcribing code transmissions — a secret for her entire life.

She never told her late parents or husband what her wartime duties involved. It has also been revealed that Stetson's work had a direct impact on the US decision to drop atomic bombs on Hiroshima and Nagasaki.



JOGMEC, Alberta to study carbon, hydrogen, ammonia

On October 26, Japan Oil, Gas and Metals National Corporation (JOGMEC) agreed to collaborate with the government of Alberta on the study of carbon capture and storage (CCS), and hydrogen and ammonia production. It was reported by *Argus Media* on November 22 that both parties will discuss the legal aspects of CCS, and issues such as pricing mechanisms and standards to which CO₂ emissions should be measured internationally. They will also discuss hydrogen and ammonia production, specifically focusing on supply chain-operations and shipment from Canada to Japan.

Navy frigate visits Okinawa



As China continues maritime activities in the East and South China seas, a Canadian navy frigate made a port of call at a US naval base in Okinawa. A November 15 article on *NHK* reported that the Royal Canadian Navy's *Winnipeg* arrived at the US White Beach Naval Facility.

The *Winnipeg's* Commander Doug Layton commented on the ongoing operation, which shows Canada's "commitment to work with our allies and partners in the Pacific region, ensuring interoperability so that we are able to work in case of crisis."

Banff gets its first izakaya

According to a November 26 article posted on *Canada.com*, an *izakaya* has opened in downtown Banff, Alberta. Stephane Prevost, owner of Block Kitchen + Bar in Banff, felt there was demand for the establishment, so he opened Shoku Izakaya in the downtown area of the town.

"I lived in Tokyo for six years and fell in love with the *izakayas*," Prevost said. "They're dynamic, convivial places with great energy and lots of different dishes to choose from — a bit like tapas style, but in a Japanese way. What I love about the *izakaya* is that it's not just a sushi restaurant; there's a whole gamut of different Asian dishes."

TWENTY-FIRST CENTURY VISION

New Canadian Ambassador Ian G. McKay looks forward to even stronger bilateral ties

By Alec Jordan

In April of this year, Ian G. McKay was appointed as Canada's Ambassador to Japan. As a native of British Columbia, the province that looks out toward the Indo-Pacific region, McKay is an ideal person to be guiding Canada–Japan relations.

His background in the political and business ties between the two countries is also long and distinguished. In the early part of his career, he spent 12 years in Japan as managing director of EuroBrokers Investment Inc., Japan. McKay's career spans in various finance roles in New York, Tokyo and London, as well as key political and economic development roles at the municipal, provincial and federal levels. In 2018, he was appointed as the Prime Minister's Special Envoy to Japan to assist in the final negotiations for the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Most recently, he served for three years as the founding CEO of Invest in Canada, the investment promotion agency that helps global businesses invest in Canada.

McKay is no stranger to Japan. He speaks Japanese, has travelled around much of the country both professionally and personally, but admits to not having seen the island of Shikoku yet — something he plans to rectify during his term as Ambassador. A golf and food enthusiast, he is looking forward to being able to indulge in both pursuits as time allows.



In April 2019: Prime Minister Justin Trudeau, Prime Minister Shinzo Abe and Ian McKay, CEO of Invest in Canada

The Canadian recently had the chance to meet McKay at the Embassy of Canada in Tokyo to discuss his early priorities, the challenges and opportunities that he sees in the years ahead and some of the most pressing issues facing Canada and Japan.

How does your long experience with Japan help you in your role as Ambassador?

I think so much of what we do as diplomats, at the formal level, has rules and protocols and preordained requirements. I think, in my case in Japan, being able to speak in Japanese in between the moments of protocol and formal meetings about my time living in Hokkaido, Yamaguchi, Ibaraki and of course, in Tokyo in the 80s and 90s, is important. I think my Japanese friends, government and business stakeholders may find it easier to relate to the fact that I have

over 40 years of personal experience here. So I think it's an advantage for sure.

What are your main priorities for the beginning of your term?

We have an outstanding Embassy team here. The bilateral relationship between Canada and Japan is ever evolving. So in my early days, it's really about understanding how well our capacity within the embassy here is aligned with our mandate and that will set us up for the next several years.

What do you see as the greatest opportunities and challenges that you're going to face?

Well, I think the opportunities are becoming more and more self-evident. These days, looking at the 21st century, both Japan and Canada have committed to net zero economies by 2050, and there are abundant opportunities for Canada to



We need to build a broader, deeper, more sophisticated base of Japanophiles in Canada.





be a really good partner with Japan with trade and investment opportunities. We will be focussed together on the development of technologies and clean and renewable energy solutions to help Japan and Canada get to net zero. I look at how we've always been a reliable exporter of energy to Japan, but now we're looking at how can hydrogen and ammonia and other renewable or biomass energy solutions come to the fore. And I think that's a really strong opportunity for Canada and Japan.

The flip side of all those opportunities is that they're challenging objectives to have, but I think we're going to do pretty well on them. And some of the challenges relate to the region that we're in: Canada is an Indo-Pacific nation, and Japan is right at the crux of the Indo-Pacific area. So I think our challenges are going to be how we work together with some of the issues that are bubbling up in the Indo-Pacific.

How would you like to help develop stronger trade ties between Canada and Japan?

From the Canadian perspective, we have to make sure we continue to demonstrate that we're a reliable trade partner, and reliable in terms of playing by the rules. That means maintaining very high trade standards with our free trade agreement, but also being reliable in our ability to efficiently get our energy and agriculture products in particular to Japan. I think over the Covid period, our experience was very, very good. Canada went out of its way to prove to Japan that when they needed energy, food supplies, agriculture and seafood and we delivered without any hiccups. That is going to be really important for us going forward, to continue to demonstrate Canada is reliable, and I think in turn that will boost our trade and investment portfolio.

What do you see as the most pressing issues that are facing Canada and Japan?

I think it's our joint engagement in the Indo-Pacific. Canada has deployed naval, air force and human assets in the region, to help Japan and help the United States. Being a key contributor to a multilateral approach to regional stability is increasingly being recognized at the highest levels in Japan. And I think that that will define how we work together in the 21st century to a great extent.

From the Canadian perspective, we have to make sure we continue to demonstrate that we're a reliable trade partner.

It's also important to recognize that at the G7 in the UK, in May of this year, Canada and Japan signed a bilateral declaration of how we would work together to strengthen our own Free and Open Indo-Pacific strategy which contains six key priorities that we've agreed to work on together. And it really provides a roadmap for me in my role to further the bilateral relationship. The six priorities that are identified in the document are:

- rule of law
- security
- global health
- energy
- trade
- climate change

So if you pick each of those apart, you can find ways in which Canada is already engaging with Japan, and where we can double down and further engage in bilateral and multilateral issues. And I think that's going to be an important roadmap for me and my early days, as we formulate a plan to strengthen the relationship.

What do you think about China having recently applied to join the CPTPP?

First of all, there are 11 countries in the CPTPP. Canada and Japan are part of that founding 11-member group, and we should always take pride and satisfaction that others are trying to

join this trade bloc. It proves that it's working, and it's successful. The UK is the first country to formally be in the accession process. With respect to China, any comment goes for any country that would purport to join the trade agreement. One of the things we did in the original CPTPP was make sure that it was as uncompromising in its high standards as any free trade deal in the Asia Pacific. We fought very hard to get those high standards. So for any country who's looking to knock on the door, or get into the CPTPP, we would all just remind them that you've got to be able to demonstrate that you understand those high standards, that you've got a track record that shows you can meet them and that you can demonstrate a commitment going forward to continue to meet them.

What are some of the major events on the near horizon for Canada–Japan ties?

Canada and Japan have a series of bilateral, high-level political dialogues relating to our economic cooperation or military cooperation and our respective roles in multilateral organizations to which we both belong. For the past 20 months those series of engagements have been virtual. Both sides have expressed a really strong interest in starting to do them in person. This is the year that Japan's officials are meant to travel to Canada. So in the near term, we're really hoping we can start to reengage in person-to-person, face-



Prime Ministers Yoshihide Suga and Justin Trudeau at the G7 Carbis Bay summit in June 2021

PHOTO: LIFE14



to-face meetings. And those are really important stage setters. As both countries have recently held elections, we really want those meetings to take the form that they used to have. Because they're very important in setting the agenda for my work, for my counterparts' work in Ottawa. And so in the near term, that's what we're focused on making sure happens.

What are some of the things that are lost in these virtual sessions?

Whether sessions are virtual or in person, there's always a solid agenda. And all the agenda items get worked through, and they're very efficient programs. But I'll be frank: I think you miss out a lot on the non-agenda items that are part of a discussion — in the corridors, or at a dinner. You often find things that weren't on the agenda that needed to be discussed. And so I am a believer that in-person meetings are important, and that they need to be brought back to the fore. Of course, we'll only do that when it's safe, and the travel regulations allow us to do it.

What would you like to have accomplished by the end of your term?

There are a number of things. I would like to be able to say that Canada is paying more attention to Japan, and Japan is paying more attention to Canada at the business and political level. That's just a starting point. I would like to be able to say that our conventional trade and investment files have continued to increase, whether it's energy, agricultural, seafood, consumer products or technology.

One thing that has really caught my attention, and I'm trying to raise it to the attention of our friends in Japan, is the extraordinary growth and prevalence of technology and innovation in Canada. And I think Japan — whether it's at a macro level with the trading companies or SMEs, or even through the digital government agenda they're trying to pursue — I really hope that Japan can look to Canada as a source of

innovation. I want them to see our technology ecosystems, in different parts of the country, as places where they can invest, source, partner and bring some of those technologies home. And I'm not certain that Japan has viewed Canada as a technology hub, at least not until very recent years. I really hope we can make great strides in raising the awareness here, both at the business and political level, on what is an extraordinary story in Canada: our rapidly emerging and world class technology ecosystems.

How would you be looking to help increase that awareness?

There are a couple of ways that I'd like to talk about it in Japan to make the story resonate. One is that every country likes to talk about their technology platforms, ecosystems, start-ups and unicorns that are being developed. In Canada's case, I like to talk about how it is a product of some very long-term significant policy frameworks that Canada has embraced over decades. And the first on that list is immigration. The fact that our borders are open and that every year we strive to bring in one per cent of our population from around the world is, in my view, maybe the number one reason why we have such strong start-ups and such a strong technology community. So there's an absolute correlation between our immigration policy and our truly global technology success.

And I also like to talk about the fact that the Government of Canada — successive governments — has invested in research institutes, technology research centres and universities to recruit and train the homegrown talent to be the best in class in technology. And I think when it's talked about in those terms, it's more than just a tagline that we have good technology. It's a broader story of why Canada has emerged. In fact, Toronto, I think, is the second-biggest tech center in North America after Silicon Valley. And that's an extraordinary accomplishment for Canada.

I really hope that Japan can look to Canada as a source of innovation.

How can the Embassy and the Canadian Chamber of Commerce in Japan continue to help one another?

As Canadians in Japan, the Embassy and the CCCJ need to share information and stay in contact. I will go out of my way with any Canadian stakeholders in Japan, or Japanese stakeholders who have a presence in Canada, to make sure they're aware of the chamber and how they can assist and encourage them to become members, because I think it's an important organization. It has been tough for the networking platforms to remain relevant during a Covid pandemic so I think that it is important that we support each other, share information, data and networks to really bring the Canadian story back through the CCCJ, and amongst other channels.

What do you think Canadians can learn from Japan?

Even though Canada is an Indo-Pacific nation, most of the country — apart from British Columbia — is not facing the Indo-Pacific. If we're going to be serious as a player, economically, politically, strategically and militarily in this region, we need to know more about it, and Japan is arguably our closest partner in the region. The perspective that Japan has on geopolitical issues and economic issues in this region is more sophisticated than that of many other countries' perspectives. We can really learn from their enormous history and their engagement with the region. Canada has a front row seat here in Japan.

What's your message to the Canada–Japan community?

We've got a great partnership. Canada and Japan have more than 90 years of diplomatic relationships, and our trade relationships have been great. I think it's important for Canadian individuals, companies and educational organizations to focus hard on building intergenerational Japanese expertise, through exchange programs, internships and research and academic exchanges. We have to really double down on that: we need to build a broader, deeper, more sophisticated base of Japanophiles in Canada. This needs to happen at the political level, the business level, the student level and the cultural level. I don't we think should ever take our eye off the ball. 🍁



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SLOW GROWTH

BC artist transplants bonsai to Canada's Best Coast

By Terukazu Ikeda



"I try to emulate the Pacific Northwest feel in the *kusamono* [accent plants that frequently accompany bonsai], so that's the one that relates to people the most," says Tom Ulecki, owner of the Vancouver-based bonsai shop Best Coast Bonsai.

"They see the ferns, they see the moss — everyone from BC here who goes on a hike, that's all they'll see; it's like *Jurassic Park*. So you bring that feeling, make it small, put it on a table for people to see and they're drawn to it."

Ulecki has attracted the attention of guests at weddings and special events with his distinctive, Canadianized *kusamono* and bonsai centerpieces in Lower Mainland BC.

LIGHTING THE SPARK

Before Ulecki took Japan's ancient living art back to Canada and started Best Coast Bonsai in 2018, he vacationed in Japan with his partner. Although both had some knowledge about horticulture, having taken courses at Kwantlen Polytechnic University, neither of them knew much about bonsai. So, having become curious while they were in Japan about the small pot-grown plants, Ulecki googled for a bonsai workshop in Kouka-en, Osaka.



Tom Ulecki
Owner of
Best Coast Bonsai

"I applied, and my partner and I ended up being the last students, to do that program. We did a three-week workshop in 2016." He met the head of his school and developed a strong relationship with more advanced students. Ulecki's partner's interest in bonsai was also piqued, and she now helps him with his business and his plants.

Ulecki returned to BC after the trip but, drawn back to Japan by the timeless works of living art, he took up an apprenticeship in 2017 for a little over a year — even though

bonsai apprenticeships typically extend over five or more years.

When he attended the Taikan-ten Bonsai Exhibition in Kyoto following the program, a spark was lit; he needed to go back to BC. At Taikan-ten, he had a chance encounter with a local bonsai grower and realized that "there's already a supply and culture of bonsai in [BC]. It already has an established presence — there's a big Japanese community in Vancouver, which would help with bonsai sales because they're already familiar with the culture."

BC also had the ideal climate for bonsai cultivation, with mild winters and long growing seasons.

But Ulecki did not return from Japan with newfound wisdom like that of Mr. Miyagi, who appears in the classic film, *The Karate Kid*. There, Mr. Miyagi's instructions to Daniel LaRusso regarding bonsai cultivation was: "Close eyes. Trust. Concentrate. Think only tree."

While bonsai cultivation is symbolic of Japanese aesthetics and philosophy, it is hard to do well as it requires a great deal of patience.

IMPERFECT BEAUTY

In bonsai, "the imperfections are valued," Ulecki emphasized. "You don't try to fix every error; you just go with it. Some of the imperfections of the plant can become the focal point. It takes patience and many seasons to watch it change, and you slowly shape the plant."

Ulecki, who is also a visual artist under the moniker notanautomat, prefers the limits



"Some of the imperfections of the plant can become the focal point."



“If you just put time and care into this plant, you can age with it.”

they cannot be left to grow wild or alone. They demand constant care and attention to survive. “I think Japanese bonsai trees are the best in the world because the Japanese take their time. They don’t try to do everything at once. That is a big difference,” said Uleck.

“Here, a lot of people try to do it fast, and grow it fast, because there are different ways you can do it faster. But if you go slower, you’ll get the best trees. And if you just stand back and wait, then often you’ll realize, ‘I can actually cut this branch or do something else to make the tree look its best.’ But you don’t just rush in and do it.”

This emphasis on deliberation extends beyond bonsai cultivation. Pausing, reflecting and thinking slowly are Japanese values applied to the world of commerce — a distinctive feature of Japanese business decision-making, and something for which Japanese bureaucracies are criticized, namely, for being too slow to act.

However, like a bonsai, any decision worth making should be taken with the intention that it will last. Reflection or patience are not just clichéd Japanese values, but in the case of bonsai, key to the plant’s long and healthy life.

Another aspect of bonsai that can play out in business is the term *nemawashi*, which literally means “to dig around the roots to prepare for transplanting.” It is done when moving a bonsai from one pot to another. A gradual loosening of the roots from the soil is required for the bonsai’s survival. The approach behind *nemawashi* is often used in the Japanese business world when making transitions. While time consuming, it is necessary to meet and convince key decision-makers, one-by-one, to ensure buy-in.

MACRO AND MICRO

Like *nemawashi*, Uleck’s transition back to Canadian soil was a careful one. He immersed himself in Japanese bonsai cultivation and took his knowledge with him. His mission is to encourage bonsai cultivation among a wider audience.

He hopes more Canadians try it. “Anyone can do it. If you just put time and care into this plant, you can age with it.” Pausing after his declaration, he explained, “It’s like a pet — you have to feed it and take care of it. But it’s quite rewarding when you get to a point when the tree begins to develop bark and starts to look really old.

“It’s against fast consumerism,” he added. “You don’t just buy a new one.” Bonsai cultivation forces gardeners to slow down, not only teaching them about business and life, but also the environment.

Caring for bonsai is a microcosm of environmental stewardship. Every gardener wants their bonsai to grow for longer, well into the future. This kickstarts a learning process that takes one into the area of harmful environmental concerns, from fertilizers to climate change. Because bonsai cultivation is so time-consuming, gardeners must confront the reasons why plants in their backyards or on their balconies are being impacted.

“With bonsai, if you lose a tree that’s 30 years old because of heat, you’re going to feel that.” Tom nodded and laughed, adding, “You’re going to be like, ‘Ouch, that hurts!’”

Tom currently uses local ferns and other species of plants in his living art. He uses the bonsai techniques he developed in Osaka to remind people in the Lower Mainland of BC’s natural splendour. Slowly but surely, he wants bonsai’s beauty to spread from the Best Coast all the way to the East Coast. 🍁

bonsai cultivation places on creativity. He has to work within the pot’s confines, while not having a blank canvas forces the gardener to allow nature to run its course.

Many people attempt to structure or manipulate a bonsai, but this is not his approach, he says. “I like seeing a rough tree, that’s not really bonsai, be finished. I’ll sometimes find trees that were going to be garbage, but their twistiness is good.”

Embracing twistiness and imperfection in living art is a perspective that is in keeping with the Japanese aesthetic principle of transience or *wabi-sabi*, which embraces imperfection. In the same way as implements used in the Japanese tea ceremony are intentionally made to be imperfect, and there may be moss on buildings, these things are cherished because they add to a structure’s age, personality and character. The spirit of bonsai does not strive for the Western ideals of symmetrical beauty.

In an article in *The Journal of Aesthetics and Art Criticism*, Yuriko Saito, who taught philosophy at the Rhode Island School of Design for 20 years, refers to the embrace of imperfection in Japanese aesthetics as being “quintessentially Japanese,” and celebrating “those qualities commonly regarded as falling short of, or deteriorating from, the optimal condition of the object.”

METAPHOR FOR LIFE, BUSINESS

Bonsai are constantly changing and never remain static, as do Uleck’s canvases. They are much more like his start-up business. “I got going when Covid started,” he laughed. Getting his plants into events has been difficult, but he has started shipping bonsai and pots within Canada, while his bonsai service, for which customers bring trees for him to style, is slowly growing.

For Uleck, life imitates bonsai cultivation. While the tree’s imperfections are embraced,



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CANADA'S INDO-PACIFIC OPPORTUNITIES

How changes in this dynamic region will affect businesses for decades to come

By Stephen Nagy

The Indo-Pacific concept has become the new way in which Canada and other countries are framing their strategy in the region.

The terminology applies to the region stretching from Canada and the United States across the Pacific Ocean, the South China Sea and the eastern and western parts of the Indian Ocean. Today, the region is both the centre of global economic growth and the source of future economic expansion and challenges.

In a geopolitical context, the term is not meant to replace either Asia-Pacific or Asia. Rather, it is used to frame broader policy engagement within the region. While increasingly used by Canada, the United States, Japan, as well as European and Southeast Asian countries, it is not universally accepted.

China sees the term Indo-Pacific through the lens of Cold War-style containment and geopolitical competition. Some critics in Canada see the Indo-Pacific through a similar lens, while others, such as members of the Association of Southeast Asian Nations (ASEAN) understand the term as a tool with the potential to weaken or dilute ASEAN influence in the region.

RULES-BASED ORDER

For Canadian businesses and policymakers, the term Indo-Pacific increasingly will be used as a tool to better frame trade, commerce and policy issues in the region. The issues include non-traditional security challenges such as climate change, transnational diseases, piracy and illegal fishing.

The terminology can also help frame the shifts in supply chains that result from geopolitical

issues, economic forces and black swan events such as what we've seen over the past two years with the Covid-19 pandemic.

A rules-based order is central to the concept of the Indo-Pacific. Canada, Japan, the United States, Australia, India and European countries have come to understand that one of the greatest threats to the region is that rules are not established — and if they are, that they are not followed. With this in mind, these nations are focusing on the importance of contributing to the establishment and maintenance of rules for how we deal with geopolitical, security and economic challenges.

At the same time, a variety of nations are spearheading infrastructure and connectivity projects to build more strategic autonomy into Southeast and South Asia. There are also efforts to build resilience into supply chains, so that they are less susceptible to black swan events or geopolitical disputes.

TRANSFORMING SUPPLY CHAINS

We also see the selective diversification of supply chains in the tech sector and other dual-use sectors to prevent technologies from being used in military modernization. Production of technologies — such as semiconductors that are used in everything from iPhones to cars, jets and other sophisticated products — is likely to move, meaning that the location where businesses would be able to get their hands on these technologies may shift outside Greater China, and may be found in the networks of trusted and like-minded countries such as Japan, Taiwan, the United States, Australia and South Korea — and, potentially, Germany and other European nations.

The recent AUKUS agreement — among Australia, the United Kingdom and the United



States — illustrates this growing trend; the countries have agreed to cooperate on AI, quantum computing, cybersecurity and other high tech and sensitive technologies.

In addition, production of lower value-added products — such as clothes and toys — will gradually shift to South Asia and Southeast Asia, due to cost-benefit calculations. This will be driven by lower labour costs, as well as with an eye to moving manufacturing platforms closer to new consumer markets.

ROOM FOR GROWTH

Selected diversification of supply chains does not mean decoupling from the Chinese market. The Chinese market provides an irreplaceable logistics pathway, supplied with human capital and experience in terms of production. This will remain the case in the years to come.

Within the Indo-Pacific, the broader trend is to create multiple sites of production and more resilient supply chains that are transparent, rules-based and insulated from a variety of geopolitical considerations.

The changing situation provides the opportunity for Canadian businesses to extend their footprint within the Indo-Pacific region by taking advantage of the transformations taking place there, thanks to connections between new trade partners, the provision of good governance training and human capital development. 🍁

Within the Indo-Pacific, the broader trend is to create multiple sites of production and more resilient supply chains.

FEEDING THE WORLD

McCain Foods takes a global approach in its industry

By Edward Cooper



McCain is one of Canada's best recognized brands, but it still surprises people to learn that it produces at least one in four of the French fries eaten around the world.

It was in 1957 that the company's founders — four McCain brothers — began their business in the rural community of Florenceville, New Brunswick. More than 60 years since these humble beginnings, McCain Foods is now a global business with sales in more than 160 countries on six continents. As a privately owned family business, the company places great emphasis on its values.

Since its founding, McCain's teams around the world have been guided by the idea that "good ethics is good business." The combination of quality products, talented staff and dedication to its customers have enabled McCain Foods to achieve annual sales in excess of C\$10 billion.

In addition to the well-known McCain brand of French fries, McCain Foods, Inc. is involved in a variety of other businesses, in the areas of prepared potatoes and appetizers, potato seed cultivation, transportation and more.

THE BRAND IN JAPAN

Since its founding in 1987, McCain Foods Japan has been offering French fries nationwide. It has local sales offices in Tokyo and Osaka, and distribution centers throughout Japan to ensure on-time delivery. While the company is a food service and retail industry provider, much of its business focuses on food service, including fast-food outlets and restaurants.

As Takashi Nagai, the company's managing director explains, one of the things that makes the company stand out is its comprehensive support system. Specialized teams in each business unit work closely with McCain's global teams to meet customers' needs in a timely manner. McCain Foods Japan's services are not limited to wholesale, and they handle direct sales in foreign currencies as needed.





Takashi Nagai
President and
managing director
McCain Foods (Japan)

Another McCain strength is its ability to provide a stable supply, Nagai says. “Our team prevents product shortages on a regular basis through an inventory forecast and reviewing process. In the event of a product shortage due to a force majeure event, such as transportation delays or crop-related issues, we are able to propose an alternative product in a timely manner, since we have production bases in various countries.”

RECENT MOVES

Nagai adds that one of the company’s current goals is to increase its brand awareness and visibility in the Japanese market. With this in mind, in addition to further expansion at retail stores, McCain Japan is increasing its online presence by being active on Instagram (@mccainfoods_japan) and Twitter (@McCain_Foods_JP), as well as connecting with customers and consumers.

According to Nagai, the company is also planning to launch a mobile-friendly website and e-commerce site for businesses and individuals, making it easy to buy McCain products in Japan.

“We have also recently launched smaller size packs for limited outlets — from 600 to 650 grams — to meet the needs of Japanese customers. We believe this will accelerate the penetration of our brand among widely spread small individual stores and end users in the future. During the pandemic, the delivery and take-away

businesses have seen significant growth in the food service industry.

“With our innovative SureCrisp fries, which were specifically developed for delivery and take-away — to ensure long-lasting crispiness — we are sure to be able to further support this rising business category by providing a new taste and texture experience.”

CELEBRATING SUSTAINABILITY

Sustainability is at the heart of McCain’s business objective, Nagai pointed out. “As the world becomes increasingly concerned about sustainability, we believe that McCain has an important role to play in making food systems more planet-friendly as a global leader in food production. We aim to make good food with a

clear commitment to the grower, the community, the environment and the consumer, so that all can enjoy our delicious food for generations to come.”

And these efforts are paying off. McCain was recently ranked 55th out of 350 companies in the Food and Agriculture Benchmark, which evaluates the impact of companies on the global food system.

Nagai says the company has further plans. “While we have been particularly recognized for our environmental commitments to tackle climate change, there is still room to grow and improve, especially in terms of nutrition and social indicators. We will continue to strengthen our performance in these areas through our commitment to strong foundations and our sustainability strategy.” 🍁

“We believe that McCain has an important role to play in making food systems more planet-friendly.”



TWO-WHEEL FREEDOM

Committee chair shares lessons learned from solo cycling

By Harold Godsoe



I am chair of the Canadian Chamber of Commerce in Japan's External Relations Committee, and a corporate lawyer at Kojima Law Offices in Tokyo. I thought I would share with chamber members a little about the reasons I go cycling, what is involved and my tours this year over 2,000 kilometres — solo — across Japan, between Fukuoka and Aomori.



Harold Godsoe
Chair of the Canadian Chamber of Commerce in Japan's External Relations Committee

There are four reasons I do solo multiday cycling tours.

First, the meaning of life on a normal day is a pretty complex question, but life on a bike is just waking up in the morning with a direction to follow. I find that simplicity, for a few days, better for my headspace than any beach or ski vacation.

The second reason is health. I can't punish and test myself like this on a regular basis, but I want my body to remember that such tests may still occur from time to time.

Third, doing these tours is educational. Now, dozens of Japanese towns and prefectures that meant nothing to me last year have a multitude of meanings. I understand the Great Wall of Japan in Tohoku better than I ever could have otherwise; coworkers' trips to Shikoku have meaning; the tech boom in Fukuoka places a real location in my mind; and I can swoon with clients over the taste of beef tongue in Sendai.

Finally, the tours build mental toughness. There will be a lot of irregular problems that you can't handle on a solo multiday tour. For each day of an extended cycling trip this year, I had only about a four-in-five chance of doing the ride as I had planned it. At times that was due to physical exhaustion and fading sunlight. Once it was because of mechanical breakdowns, once because of overwhelming weather and once because cyclists still aren't permitted anywhere on the roads around the Fukushima Daiichi Nuclear Power Plant.

Even when things go according to plan, thoughts always return to rerouting and backup options should anything go wrong. We spend most hours of our lives in comfortable temperatures, eating on a whim, sitting in soft chairs and travelling paths without risk. But successfully being able to explore how to operate at the edges of failure is what one must be most grateful for on these trips.

CHOOSE YOUR ROUTES

Logistically, where should you go? Why travel from Fukuoka to Aomori? There's no correct answer to this question. There are thousands of kilometres of beautiful cycling routes in Japan, but they aren't in any particular location or in a straight line. If you prefer days away instead of weeks, coastlines or mountains, family-friendly infrastructure or lonely logging roads, follow those tastes without hesitation.

Japan Cycling Navigator is an active Facebook group where you can test ideas. If it's your first time, a long river route is usually rewarding. Along the sea, the 60-kilometre Shimanami Kaido, connects Shikoku to the main island of Honshu via six islands. The tour is a few days of magic.

I prefer sweeping through as many places as I can and not knowing very much about where I'll be. This year, because I spend most of my time around Tokyo, I wanted a broad experience





There are thousands of kilometres of beautiful cycling routes in Japan, but they aren't in any particular location or in a straight line.

to learn about as much of Japan as possible. So, wanting to start in the middle of the country and not having a lot of consecutive vacation options, I decided to rely on the two parts of the calendar thickest with national holidays: Golden Week (April 30–May 9) and Silver Week (September 18–26).

In spring I bagged my bike, rode a Shinkansen out to Fukuoka in Kyushu and cycled back to central Tokyo on a more or less direct route. In late summer I cycled back to Tokyo from the top of Tohoku, in the northeastern part of Japan's main island.

To sleep, camping is great, but requires more gear, time and preparation. There are convenient *ryokan* and business hotels almost everywhere in Japan, so it's quite easy to string together a chain of night stops from one location to another with an online booking site such as hotels.com.

Physically, I began the year able to cycle up local mountains and ride about 100 kilometres on a Saturday without significant aches and pains. That's a baseline level of fitness that's surprisingly achievable for a wide variety of people, and there are extremely generous cycling clubs around Tokyo such as Half Fast Cycling and Tokyo Cranks that will help with advice. The Knights in White Lycra (KIWL) have my special thanks for our amazing 2019 charity ride.

GET PREPARED

On my trips, the essential items have been:

- **A bicycle.** There was a time when ¥140,000 bought a nice, last season road bike, but the pandemic has pushed up prices and made such models rare. A reliable road bike will cost that much or more, and should have at least a Shimano 105 groupset — the bike components designed to work together — or the equivalent.
- **Bags.** I used a three-litre triangle frame bag and small top tube bag to carry snacks, electronics and miscellaneous plastic bottles. A rear 10-litre saddle bag carried my clothes and the bike cover for use on trains.

- **Clothing.** My 2019 KIWL cycling jersey was a great comfort, but it was also nice to have a rain poncho, a change of riding clothes and a clean and casual outfit for walking around at night.
- **Water.** I strapped half a litre to my saddle bag and attached a litre to a water bottle cage below my knees.
- **Tools.** The second bottle cage below my knees held a mini set of tools for changing flats and two spare inner tubes.
- **Mobile phone.** I worked some hours reasonably well from the road with a large-screen cell phone, Bluetooth earbuds, a portable Bluetooth keyboard and a mobile battery for charging.
- **Garmin bike computer.** I spent a few hours setting up the routes on garmin.com and this kept me mostly on the right path.

For leisure, physical conditioning, learning and resilience, multiday solo cycling is unmatched. Feel free to send questions my way or keep in touch with your own lost and found stories from the event. I'll see you at the next chamber event. 🍁



FUTURE POWER

Webinar looks at developments in the hydrogen economy

By Alec Jordan

The potential for hydrogen to change the way we generate power is staggering. And the fact that its use in fuel cells only generates water as a by-product makes it an environmentally responsible form of energy.

This is the reason hydrogen is becoming a significant component of nations' efforts to reach targets of net zero CO2 emissions by 2050. But there remain many questions about the role that organizations in Canada and Japan can play to advance and implement the technology.

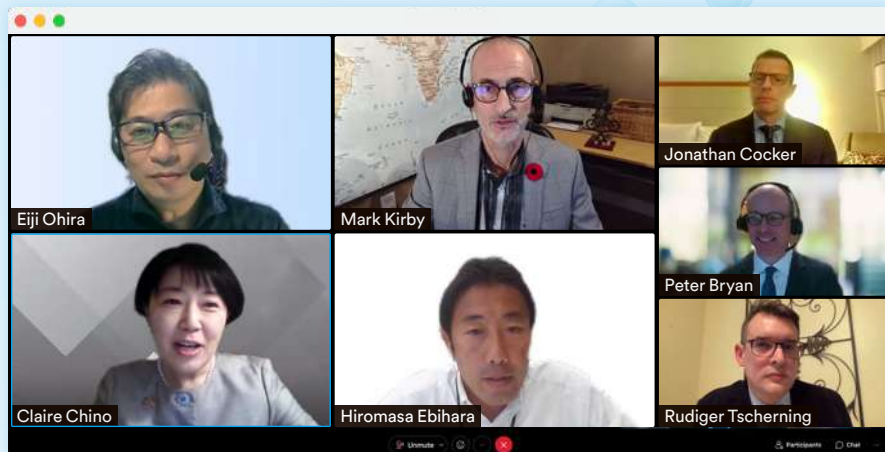
For example, what are Japan's overall hydrogen ambitions, and what is the current state of Canada's hydrogen economy? How might businesses in Canada work with Japanese partners, in Canada and around the world?

Many answers to these questions could be found in a recent webinar, "The Business of Hydrogen: A Focus on Canada-Japan." Held on the morning of November 10, Japan time, the event was co-hosted by The Japan Society and Borden Ladner Gervais LLP. The event featured a number of speakers representing Japanese and Canadian stakeholders in the hydrogen economy.

The emcee for the webinar was Jonathan Cocker, a partner at Borden Ladner Gervais and a member of the company's environmental, social and governance leadership team. It was moderated by Peter Bryan (a partner at the same company and leader of its Energy: Oil & Gas Group) and Rudiger Tscherning (associate professor at the Faculty of Law at the University of Calgary).

RISING INTEREST

The first speaker was Eiji Ohira, director general of the Fuel Cell & Hydrogen Group in the Advanced Battery & Hydrogen Technology Department of the New Energy Industrial Technology Development Organization (NEDO), Japan's national research and development agency that creates innovation. He explained how interest in the hydrogen economy often comes in waves. Yet, he pointed out, there has been significant political support for achieving carbon neutrality since Prime Minister Yoshihide Suga last year set a target of reaching this goal by 2050.



Ohira said that NEDO sees hydrogen as one of the most promising technologies for helping to reach net zero targets, and that the natural gas is being assessed for use in power generation and at filling stations.

The next speaker was Mark Kirby, president and CEO of the Canadian Hydrogen and Fuel Cell Association. He spoke from the perspective of someone who has worked in the hydrogen industry for nearly 40 years, and has seen it transform over the decades. But he has seen interest in the technology spike in recent years, with Canada having released its official Hydrogen Strategy in December last year. In his remarks, Kirby pointed out that hydrogen represents a huge economic opportunity for Canada, while explaining that low-cost hydrogen and hydrogen technologies will be critical in stimulating investment and generating economic growth.

GLOBAL REACH

The next speaker was Claire Chino, president and CEO of Itochu International Inc. She brought up the recent announcement that Itochu will be collaborating with Inter Pipeline Limited and Petronas Energy Canada on an ammonia production project in Alberta.

The project will export ammonia — which can be used directly and / or as a hydrogen carrier — to power plants in Japan. Chino explained how much of Itochu's focus on green energy technologies stems from the company's focus on the UN's Sustainable Development Goals. The company's general concern about being a responsible global actor stems, she said, from its philosophy of *sampo-yoshi* — the idea that something is good

for the seller, good for the buyer and good for society. This has been a part of the company's ethos since its founding more than 160 years ago.

Hiromasa Ebihara, head of the Energy Group at Sumitomo Corporation of Americas, followed. He discussed his company's efforts to support hydrogen-related projects, including the institution of an organization called Energy Innovative Initiatives, which was set up to accelerate technologies that will help contribute to a carbon neutral society. He also spoke about Sumitomo's hydrogen and ammonia projects in locations such as Malaysia and Australia, and added that the company was keen to partner with Canadian organizations on similar projects.

This was followed by presentations by representatives of Canadian companies involved in hydrogen technologies and on the forefront of innovation in the field.

- **Philip Horacek**
Director, Business Operations, Director of Technology, Advanced Transportation Powertech Labs Inc.
- **Alan Tan**
Vice President, Business Development Next Hydrogen
- **Harry De Rose**
Head of Business Development Hydrogen Optimized

The panellists' statements were followed by a lively Q&A session led by Tscherning. The webinar offered an excellent opportunity for attendees in both Canada and Japan to learn more about the tremendous potential that lies in hydrogen and to consider its future. 🍁

FROM TORONTO TO TOKYO

Hibiya Cinema Festival screens films that made a splash in Canada

The festival audience watches *My Beloved Cookbook* (©2020 "My Beloved Cookbook" Film Partners)

Fans of film were in for a treat a couple of months back, as they could attend the fourth annual Hibiya Cinema Festival, held on October 22–29.

The event took place at Tokyo Midtown Hibiya, and included three main movie experiences offered throughout the festival: Park Cinema, Toronto Japanese Film Festival in Hibiya and Kinejun Library in Hibiya.

CINEMA STANDOUTS

Of particular interest to the Canadian Chamber of Commerce in Japan (CCCJ) community was the Toronto Japanese Film Festival in Hibiya, which was a popular part of the event last year. The third Toronto Japanese Film Festival was held earlier this year in Canada to showcase critically acclaimed Japanese films. Bringing it to Japan, the Hibiya Cinema Festival selected popular favorites from the event's original lineup to screen in Tokyo.

During this part of the festival, films such as *Hold Me Back*, *The Brightest Roof in the Universe*, *Ora, Ora Be Goin' Alone*, *True Mothers* and others were screened with English subtitles throughout

the week at Hibiya Step Plaza. It was an excellent chance for Japanese and international residents alike to see Japanese films that have received praise domestically and overseas.

DIRECTOR TALKS

On October 22, opening night, Michihito Fujii, director of *The Brightest Roof in the Universe* took part in a talk session before the screening of his film. He spoke about the challenges involved in production during the midst of the pandemic and his insistence on continuing to be able to continue making films even during these challenges. He also addressed his belief that *The Brightest Roof in the Universe* is a movie that audiences will be able to enjoy time and time again, seeing new things in it with each viewing.



Michihito Fujii
Director of
The Brightest Roof in the Universe



Akiko Ohku
Director of
Hold Me Back

The following day, Akiko Ohku, director of *Hold Me Back*, spoke before the screening of her film. Ohku is known for her critically acclaimed movies that feature female protagonists who are confronting contemporary dilemmas, and she shared a variety of fascinating behind-the-scenes insights with attendees.

Members of the CCCJ community were there at the opening night to see parts of the show, and enjoyed the screening from special viewing seats.

The Hibiya Cinema Festival proved to be another great success this year, and fans of the silver screen are already looking forward to the next event in 2022! 🍁



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A FIT THANKSGIVING

Celebrating the holiday with exercise and a turkey bento picnic

On October 9, about 20 Canadian Chamber of Commerce in Japan (CCCJ) members and friends gathered at Shiba Koen for a morning of yoga and running, followed by a lunch picnic overlooking Tokyo Tower.

After a prolonged period of staying home, participants enjoyed celebrating this year's Thanksgiving with some healthy activities and a specially prepared turkey bento lunch.

Participants told us that it was a great opportunity to do something healthy and celebrate Thanksgiving with friends and good food. One participant said: "This is the best bento and best turkey ever!"

Organized by the CCCJ Wellness Committee, this was the fourth event focused on health and networking with the like-minded since the committee's formation at the end of 2019. Driven by popularity, the committee will be hosting more networking events in 2022 with a focus on fitness activities and nutritional food. Stay tuned! 🍁



CANADA AND JAPAN BY THE NUMBERS



SOURCE: QS WORLD UNIVERSITY RANKINGS 2022

TOP UNIVERSITIES IN THE WORLD

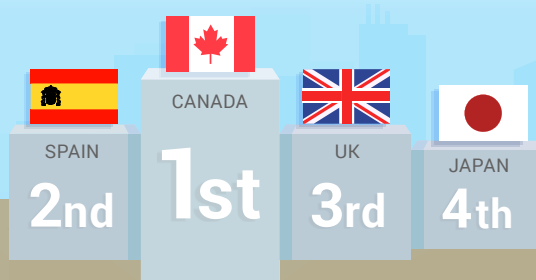
UNIVERSITY OF TORONTO	INSTITUTION	THE UNIVERSITY OF TOKYO
26	WORLD RANK	23
86.2	OVERALL SCORE	85.3
8	STUDENT/ FACULTY RATIO	6
9,881	TOTAL FACULTY	4,473
27,536	INTERNATIONAL STUDENTS	3,983



According to a study of Google search data in **164 different countries** that determined which countries' universities were most being searched for:



SOURCE: REMITLY



COST OF LIVING

Canada **C\$2,100/mo**

Japan **C\$1,692/mo**



PLASTIC WASTE

Canada throws away about
3.3 million tonnes

9%
is recycled

Japan throws away about
8.9 million tonnes

84%
is recycled



RUN FOR A CAUSE

Financial industry charity event maintains its stride, even in virtual form

By Alec Jordan

The opportunity to give back while being part of a collective effort is something that we're all looking for, particularly when the pandemic has made it even more of a challenge to gather together.

One organization that has managed to do that while still achieving its goals is the Financial Industry in Tokyo (FIT) for Charity Run. Now in its 17th year, at its inaugural event in 2005 the run brought together some 1,500 members of the financial and related industries, as well as their family members, to take part in five- or 10-kilometre walks or runs around the Imperial Palace. More than 50 firms were involved, raising some ¥19 million.

FOCUS ON COMMUNITY

Over the years since, the number of participants and the amount they have raised has increased significantly and, during the 2010s, funds nearing ¥60 million were being generated each year. The runs have attracted dozens of sponsor companies as well as thousands of participants. As of 2020, the event has raised a total of ¥899 million since it was launched, and it is organized each year by a group of teams staffed by volunteers who work in the financial industry.

One of the things that makes the event stand out is its focus each year on supporting a variety of charities, each of which targets different social issues — often those that might go unnoticed. As was explained by David Schaefer, co-chair of the FIT for Charity Run 2021 and deputy head

“What was important for us . . . was to continue our support, especially in these challenging times.”

of international business and corporate planning at SMBC Nikko Securities Inc., the process by which the charities are selected is stringent.

To best represent the priorities of the financial industry, sponsor companies nominate the charities. These are assessed by an external intermediary organization that adds worthy non-profit organizations (NPOs) for a more even charity mix.

To ensure that charities make the best possible use of the funds they receive, they are required to submit a list of directors, a financial statement and an outline of how they plan to use the donations. The charities team at the FIT for Charity Run, which includes volunteers with many years' experience in vetting NPOs, assesses the applications. The team also takes into consideration pressing events when choosing which charities to support. Thus, for example, in 2011 the 10 NPOs supported included organizations operating in the Tohoku region.

VIRTUAL SHIFT

The FIT for Charity Run has been held in a variety of locations, including the former National Stadium. But in 2020, due to the pandemic, the event shifted to an online format,

which used an app that allowed participants to run, walk or cycle their chosen distances any time during the space of a month.

Schaefer explained that the shift didn't come without its challenges, but that they had proved to be worthwhile. “The headline numbers almost halved. That was expected, as the sheer buzz of being part of a large crowd all running for one goal could not be replicated. But what was important for us and, in particular, the beneficiary organizations was to continue our support, especially in these challenging times. That alone was a great success.

We were also able to leverage the app and extend participation beyond the immediate Tokyo community. We had people join us from Hokkaido to Okinawa; we also had numerous participants from overseas. We were excited to see that participants seem to have adapted well to the idea of doing something together, virtually, for the local community.”

This year, the event was held in November and followed a similar format. There were more than 2,300 participants from 54 participating companies, who raised about ¥33 million for five beneficiary charities.

Schaefer is a long-time member of the FIT for Charity Run community, having been involved with the event since 2011. And, as he explained, whether it is held online or in-person, there are aspects of the event that never change and keep drawing dedicated participants and sponsoring companies.

“Talking to my colleagues,” he said, “I repeatedly hear them refer to the satisfaction that comes from contributing to a good cause, the pride of being part of the sheer scale and impact that FIT has created — and continues to create — the great feeling of being part of a spirited team of like-minded individuals, overcoming challenges and the fun of it.” 🍁



For more details about FIT for Charity Run and how your organization can get involved next year, contact communications@fitforcharity.org



CANADIAN CHAMBER OF COMMERCE IN JAPAN
CHAMBRE DE COMMERCE DU CANADA AU JAPAN

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

—Yuko Sudoh, member since 2011



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The Canadian Chamber of Commerce in Japan welcomes our newest members

INDIVIDUALS



Jun Nagamine

I was born and raised in Tokyo. I had a chance to study in the United States, where I did my MBA. I came back to Japan to start my own practice in international taxation. Today, I run an accounting and taxation office in Tokyo. Almost of our clients are foreign — this includes, of course, Canadian companies and individuals. My memories of Canada: a few years ago I was impressed when I saw the northern lights in White Plains, Manitoba; my honeymoon drive a long time ago, from Vancouver to Calgary; and most of all, one of my best friends resides in Vancouver.



Hitomi Sakai

I'm an attorney with City-Yuwa Partners. I'm honoured to be a new member of the CCCJ. My expertise lies in international estate planning, general corporate affairs as well as labour and employment. One of the reasons I joined is because I have recently had more clients from Canada; but I also have many friends in Canada whom I love! I look forward to joining CCCJ events and seeing you face-to-face in the near future.

NON-KANTO INDIVIDUALS



Nozomi (Zoe) Smith

Hi everyone! I'm an estate lawyer practicing at Nakano Smith Law Group in Oakville, Ontario, where I help Japanese and Canadian families with a variety of Canada–Japan estate issues. Born and raised in Fukuoka, I moved to Canada in 2003 to attend the University of Toronto Law School. I've joined the CCCJ to expand my Canada–Japan network in Japan. I look forward to connecting with you personally and professionally.



Genevieve Wheeler

I hold a degree in political science and community and public affairs, a certificate in strategic workforce planning and have more than 15 years of airline experience. From 2004 to 2006, I was an English teacher and JET Programme Coordinator in Japan. I taught English at two high schools in Wakayama Prefecture. I also worked at the Wakayama board of education and helped coordinate the annual prefectural teaching seminars to promote TESOL knowledge sharing among JET participants and Japanese teachers. I participated in many Japanese cultural events and in after-school programs where I would promote various Canadian cultural traditions in both English and French. Being a member of the CCCJ will allow me to continue to be involved with promoting strong relationships between Canada and Japan.

YOUNG PROFESSIONAL



Feral Rizvi

Hi folks! I'm a third culture transmasculine kid, having grown up in Pakistan, Saudi Arabia, Canada and now Japan. I'm working in Tokyo as a program manager at a coding bootcamp called Code Chrysalis. In joining CCCJ, I'm curious to learn from people who have a deep enthusiasm for their work, and share back my more than eight years of learning in IT. On laidback days, I enjoy pottery, reading and photography. Feel free to connect with me on LinkedIn.



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