Thursday, Oct 23rd, 2008
9:00 - 14:00
at
InterContinental Toronto Centre,
Ballroom
225 Front Street West, Toronto



This year marks the 80th anniversary of Canada-Japan diplomatic relations. It also represents 80 years of Canada-Japan business partnerships.

# RISING OPPORTUNITIES

CANADA - JAPAN Business Symposium



The Canada-Japan Business Symposium: Rising Opportunities will provide Canadian companies with the latest information on the business situation in Japan and give examples of how Canadian and Japanese companies are working together and finding success in each other's markets.

Canadian companies are now looking to diversify their international markets. Japan is the 2nd largest economy in the world and Canada's 4th largest trading partner. Join us on October 23rd to find out about the rising opportunities for Canadian companies in Japan and how a presence in Japan can help your business grow in Asia.

#### **Organizers:**





Toronto Japanese Association of Commerce & Industry (Shokokai)



Foreign Affairs and International Trade Canada Affaires étrangères et Commerce international Canada

### **Supporting Organizations:**















Fondation Asie Pacifique du Canada













## Canada-Japan Business Symposium 2008 PROGRAMME

8:15 - 9:00	<b>Registration &amp; Networking</b> MC: Ben Ciprietti, President and Chief Executive Officer, Japan Society
9:00 - 9:15	<ul> <li>Welcome Remarks</li> <li>H.E. Tsuneo, Nishida Japanese Ambassador to Canada</li> <li>Dr. Philip Calvert, Director General, North Asia Bureau Foreign Affairs and International Trade Canada (DFAIT)</li> </ul>
9:15 - 9:35	Opening Presentation - Yasuo Hayashi, Chairman, Japan External Trade Organization(JETRO)
9:35 - 10:20	<ul> <li>Keynote Presentations - Why Japan Now?</li> <li>Patricia Bader-Johnston, President, Canadian Chamber of Commerce in Japan (CCCJ)</li> <li>Yoshiki Nagatomo, Mayor of Chofu City, Tokyo Question &amp; Answer Session</li> </ul>
10:20 - 10:35	Coffee Break & Networking
10:35 - 11:50	<ul> <li>Panel Discussion – Canadian Companies in Japan: Keys to Success</li> <li>Joe Caci, Vice President, Products, Research In Motion</li> <li>Martin J. Mazza, Senior Vice President, Marketing &amp; Global Sales, Woodbridge Group</li> <li>Pierre Chamberland, Chief Executive Officer, Messaging Architects</li> <li>Tadayoshi Otsuka, Vice President &amp; Corporate Officer, Insurance Products &amp; Pricing Manulife Life Insurance Company, Japan</li> <li>John W. Craig, Partner, McMillan LLP (Moderator) Question &amp; Answer Session</li> </ul>
11:50 - 12:20	Japanese Companies in Canada  - Contributing to Canada's Economic Prosperity  - Noriaki Sakamoto, President and Chief Executive Officer, Mitsui& Co. (Canada) Ltd.  Question & Answer Session
12:35 - 13:15	Luncheon
13:15-13:50	Guest Speaker - The Hon. Hugh Segal, C.M., Member of the Senate of Canada
13:50-14:00	Closing Remarks - Koichi Kawakami, Consul-General of Japan in Toronto

#### WELCOME REMARKS



**H.E. Tsuneo Nishida**Japanese Ambassador to Canada

H.E. Tsuneo Nishida has been Japanese Ambassador Extraordinary and Plenipotentiary of Japan to Canada since January 2007. He entered the Ministry of Foreign Affairs of Japan in 1970 after graduating from the University of Tokyo, Faculty of Law. Since then he successively held the posts such as Counselor, Embassy of Japan in the United States of America in 1989; Deputy Director General of European and Oceanic Affairs Bureau in 1994 and of Economic Cooperation in Bureau in 1996; Councilor, Cabinet Secretariat in 1998, Assistant vice-Minister in 1998; Consul General, Consulate-General of Japan in Los Angeles, USA in 1999; Director General, Economic Cooperation Bureau in 2001; Deputy Vice-Minister for Foreign Policy/Director General, Foreign Policy Bureau in 2002; and Deputy Minister for Foreign Affairs in 2005.



**Dr. Philip Calvert**Director General, North Asia Bureau
Department of Foreign Affairs and International Trade Canada

Mr. Calvert became Director General of the North Asia Bureau of the Department of Foreign Affairs and International Trade Canada in 2008. He has been posted three times to the Canadian Embassy in Beijing, recently returning from his latest position as Minister and Deputy Chief of Mission. He has also had experience as Director of DFAIT's Technical Barriers and Regulations Division, Deputy Chief Negotiator for Canada on China's Accession to the WTO and Departmental Assistant to Raymond Chan, Secretary of State for Asia-Pacific, among other positions. He also holds a Ph.D from the History Department of the University of Washington, Seattle.

#### MC



**Ben Ciprietti** President, The Japan Society

The Japan Society is Canada's pre-eminent association enhancing Canada-Japan relations and is comprised of the Chief Executive Officers of the major Canadian and Japanese corporations conducting business in Canada. Ben Ciprietti has been President & CEO of The Japan Society since it was founded in 1989. Prior to that, he worked at Dofasco Inc., his last position being Vice President of Planning.

#### **CLOSING REMARKS**



Koichi Kawakami Consul-General of Japan in Toronto

Koichi Kawakami was appointed Consul-General of Japan in Toronto in 2006. He joined the Ministry of Foreign Affairs in 1976 and has had experience of foreign postings in France, Malaysia and Myanmar. Between 2003-2006, he was Professor of Japanese Diplomacy at the National Graduate Institute for Policy Studies in Tokyo. In 1989, he was made an Officier de l'Ordre National du Mérite by the French Government.

#### OPENING PRESENTATION



Yasuo Hayashi Chairman, Japan External Trade Organization

Yasuo Hayashi was educated at the University of Tokyo and Oxford University. He joined the Ministry of International Trade and Industry (MITI) in 1966, later serving as Director-General of the Basic Industry Bureau (1995), the International Trade Policy Bureau (1996) and the Small and Medium Enterprises Agency (1997). He also served as Senior Executive Director of the Overseas Economic Cooperation Fund (later the Japan Bank for International Cooperation) from 1998 to 2000, and Visiting Professor, Graduate School of Economic Science, at Saitama University (lectured on theory of international financial institutions) from 1999 to 2000. Mr. Hayashi joined Mitsui & Co., Ltd. in 2000 as Executive Managing Director, later being named Executive Vice President and also Managing Director of Mitsui & Co., Europe PLC (2004) and Counselor (2006). He was appointed Chairman and CEO of JETRO in April 2007.

#### **KEYNOTE PRESENTATION**

## Why Japan Now?

#### **Keynote Speakers**



Patricia Bader-Johnston

President, Canadian Chamber of Commerce in Japan

Patricia Bader-Johnston is President of the Canadian Chamber of Commerce in Japan (CCCJ), which promotes the development of commerce between Canada and Japan through communications, networking and advocacy. CCCJ is the longest serving Canadian Chamber in Asia with over 300 members and representing over 30 business sectors. Ms. Bader-Johnston is also CEO of Silverbirch Associates K.K., a management and communications consulting firm specializing in business sustainability and corporate social responsibility and focussing on Canada-Japan business collaborations. Ms. Bader-Johnston has held senior positions at IBM Japan, Goldman Sachs Japan, British American Tobacco Japan and Standard Chartered Bank. She has also served as Senior Program Officer at the Canadian Embassy in Tokyo. She chairs the CSR and Government Relations committees for the American Chamber of Commerce in Japan and sits on the Communications and Media Committee of the European Business Council. Ms. Bader-Johnston holds an MBA from McGill University, and resides in Tokyo with her husband and four children.



**Yoshiki Nagatomo** Mayor of Chofu City (Tokyo)

Yoshiki Nagatomo was first elected Mayor of Chofu City in 2002. He was successful in being elected to a second term in 2006. Mr. Nagatomo graduated from Keio University's Faculty of Law, Department of Political Science in 1976 and on completion of his degree entered the Japan External Trade Organization, during which time he had experience to live in France and Belgium. He retired from JETRO in 2002 when he entered into public life. Between 1991-1994, he was also an instructor at Chuo University in the field of International Relations. The city of Chofu was established in 1955, and has developed into a core city within Metropolitan Tokyo with a population of over 205,000. Located almost in the center of Tokyo, it covers an area of over 21 kilometers squared, accounting for about 1% of the total area of the Tokyo Metropolis. Located in Chofu City is the University of Electro-Communications, one of the top places in Japan to study computer science, the American School in Japan (ASIJ), Jindaiji Temple, one of the oldest in the Tokyo area, and Tokyo Stadium (Ajinomoto Stadium). Chofu City is also home to numerous foreign subsidiaries, including, AFLAC, Microsoft Technology Centre and Manulife, Canada's largest investor in Japan.

#### PANEL DISCUSSION

## Canadian Companies in Japan: Keys to Success

#### **Panel Speakers**



Joe Caci Vice President Products, Research In Motion (RIM)

Joe Caci is a Vice President of Products of Research In Motion Limited (RIM). RIM signed a deal with Japan's NTT DoCoMo in 2006 to market the Blackberry to corporate customers in Japan. Mr. Caci is responsible for RIM's Japan Business Unit as well as R&D for several of RIM's product lines and platform engines. Mr. Caci joined RIM in 2005. Prior to joining RIM, he held several leadership positions at Motorola and Freescale Semiconductor. He holds advanced degrees in Electrical Engineering from the Rochester Institute of Technology and Florida Atlantic University and an MBA from Florida International University.



Martin Mazza Senior Vice President, Marketing & Global Sales The Woodbridge Group

Mr. Mazza plays a lead role in The Woodbridge Group's activities in the Japanese market. Following several years with General Motors, Martin joined The Woodbridge Group in 1987. He progressed through several positions including an assignment in Troy, Michigan, and was appointed Senior Vice President of Marketing and Global Sales in 2007. In addition to his role as head of commercial activities, Martin is co-chair of Woodbridge's Product Development, Product Design and Product Evaluation/Costing functions. He also serves as a Director on several boards in North America and Asia. Woodbridge has 63 facilities in 21 countries including strong presence in Japan.



Pierre Chamberland CEO Messaging Architects

Pierre Chamberland is the Founder and Chief Energizing Officer of Messaging Architects, a global provider of enterprise software for Risk Free Email (TM). His 20 year career covers a broad spectrum of the high-technology business. It includes managing key partnerships around multimedia computing with Sony, HP and Microsoft while at Philips Electronics in Europe, to launching Cyrix's (now part of AMD) innovative Geode microprocessor platform. Pierre is a member of the American Bar Association, the Association for Computing Machinery (ACM) and a member of the GroupWise Advisor Editorial Board. Messaging Architects set up a presence in Japan in 2007.



Tadayoshi Otsuka

Vice President & Corporate Officer, Insurance Products & Pricing Manulife Life Insurance Company, Japan

Mr. Otsuka has 25 years experience in the insurance industry, joining Manulife in 2004. He is currently in charge of product development and pricing for the Japanese market. Manulife is Canada's largest investor in Japan employing close to 5,000 people.

**Moderator** 



John Craig, Partner McMillan LLP

John Craig is a senior partner in McMillan LLP's Business Law Group and has managed the firm's Japanese practice for over 25 years. He has assisted many Japanese companies invest in Canada and has been a director of Canadian subsidiaries of Japanese companies. In 2006, he was the recipient of a Commendation from the Minister of Foreign Affairs of Japan for his "invaluable contribution to the promotion of mutual understanding and friendship between Japan and Canada".

## Japanese Companies in Canada: Contributing to Canada's Economic Prosperity



Noriaki Sakamoto President & CEO, Mitsui & Co. Canada Ltd.

Noriaki Sakamoto became head of Mitsui's operations in Canada in 2008. Previously, he was Managing Officer & Deputy COO, Americas Business Unit, Mitsui & Co. Ltd. and Executive VP, Mitsui & Co. (U.S.A.) Inc. He joined Mitsui in 1975 having graduated from Keio Gijuku University with a Bachelor of Commerce. His career at Mitsui has focused on the energy sector and has had postings in the United States, the United Kingdom, Qatar, Kuwait and Egypt. Mitsui is one of Japan's leading trading companies with a worldwide network of 158 offices in 68 countries. It deals in sales, manufacturing, export / import, international trade and services in the following fields: metal products and minerals, machinery, electronics and information technology, chemicals, energy, consumer products and services, retail, foods, textiles & fashion, general merchandise and various services, financial markets and logistics & transportation. Mitsui is also diversifying its services, exploring for and developing natural resources, making commercial investments, developing technologies in new businesses and much more.

#### LUNCHEON

## **Canada-Japan Political and Economic Ties**

#### **Guest Speaker**



#### The Hon. Hugh Segal, C.M., Member of the Senate of Canada

The Hon. Hugh Segal has been a member of the Senate since 2005 and is a former Chair of the Standing Committee of the Senate on Foreign Affairs. Previously, he has held the positions of President and CEO of the Institute for Research on Public Policy (IRPP), Chief of Staff to the Prime Minister of Canada and Associate Secretary of Cabinet in Ontario. In the private sector, he sits on public corporate boards in the energy, engineering, financial services, construction and manufacturing industries, and is a Senior Research Fellow at the McMillan LLP law firm. He is a Senior Fellow at the Policy Studies School and School of Business at Queen's University where he has taught since 1993. He is a former Vice Chair of the Institute of Canadian Advertising, and a former Chair of the Canadian Institute of Strategic Studies. At present, he Chairs the Walter and Duncan Gordon Foundation, and is Vice-Chair of the Canadian International Council. In 2003, he was made a Member of the Order of Canada, and in 2005 an Honourary Captain in the Canadian Navy. He also has an Honorary Doctor of Laws from the Royal Military College of Canada.



Japan External Trade Organization

Cousulate General of Japan in Toronto

Foreign Affairs and International Trade Canada

Toronto Japanese Association of Commerce & Industry