



JETRO TORONTO

Newsletter

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Executive Director's Message



Kazuo Nakamura
Executive Director
JETRO Toronto

Happy New Year!

Looking back to 2015, the biggest event between Japan and Canada was the Trans Pacific Partnership Agreement (TPP).

According to the 41st Quarterly C-Suite Survey (Globe & Mail, Dec. 2015), the vast majority of the C-Suite in Canada supports implementing the TPP and understands that trade should be an area for both business and governments to prioritize.

In Japan, TPP is also gaining attention. Shortly after the agreement, in order to support Japanese companies expanding their business among TPP member countries, JETRO established a Taskforce for Promoting TPP Utilization.

Since our trade relationship is complementary to each other, there are a number of areas in which Canada and Japan can work together towards prosperous futures for both countries.

There is a huge and sophisticated market in Japan which is recognized as a global innovation hub. By teaming up and making use of each country's strengths, Canada and Japan will be able to grow together, not only as a result of business between our two countries, but also in markets of other TPP members.

Thanks to Abenomics, the Japanese economy is back on a recovery track after two decades. Now is the time to consider Japan as a destination for your business.

JETRO Toronto Supports Tabuchi Electric's Entry into the Canadian Market

On November 20, 2015, at a ribbon-cutting ceremony held in Oshawa, Ontario, Osaka-based Tabuchi Electric celebrated the **first installation of its solar-plus-storage system** as part of a broader program being led by Oshawa Power and Utilities Corporation (OPUC) to introduce a **grid-friendly residential solar program** aimed to capture the benefits of solar power while also improving customer reliability during power outages.

Expanded into the Canadian market with a Toronto office in 2015, Tabuchi introduced its EIBS system which combines an **all-in-one inverter with a lithium ion battery** that is optimized for reliability, fast payback and simple home installation. The solution delivers **compelling cost performance** by reliably reducing peak loads for ten years.

The key to the Oshawa project, compared with most residential solar projects, is that Tabuchi Electric's solar storage technology **allows residents to store power** generated from their rooftop solar panels and **use that electricity during expensive peak times** or during power outages, for example during extreme weather conditions.

The project is being **funded** by Japan's New Energy and Industrial Technology Development Organization (**NEDO**) - please see back page for more on NEDO. As a result, Tabuchi Electric's equipment will be **installed at no charge** to about 30 participating homeowners who will be able to keep the system after the project concludes in about 4 years.

"We are **committed to helping Oshawa and Ontario** continue to lead the way in bringing solar and storage to its residents," said Harumi McClure, Managing Director and General Manager of Tabuchi Electric.

JETRO Toronto has been **actively supporting Tabuchi Electric** in their efforts to enter the Canadian market and to set up their office in Toronto by providing information on laws and taxes, power market data, invest climate, HR services, and other topics to support their smooth launch in Canada.



Left: Ribbon-Cutting Ceremony, Oshawa, ON
Right: Tabuchi's EIBS Intelligent Battery System

For complete story:
www.jetro.go.jp/canada/news/success.html
www.tabuchiamerica.com
www.zbr.co.jp/english/

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MONTREAL

Japan ICT Market Seminar Series

MONTREAL TORONTO

KITCHENER-WATERLOO VANCOUVER



TORONTO

Mr. Makoto Abe, **JETRO's ICT Advisor** based in San Francisco / Silicon Valley, made a **week-long trip to Canada** from October 5-8, 2015, during which time he made presentations on Japan's ICT market in 4 cities in 4 days: Toronto, Kitchener-Waterloo, Montreal and Vancouver. Close to **a hundred Canadian ICT companies** and industry leaders attended the 4 events.

Mr. Abe was joined by a number of **speakers from Canadian ICT companies** including Side Effects Software, MicroPublica, Christie Digital, Acquisio and Method IT, who shared their **experiences of doing business with Japan** as well as gave advice on **effective ways to enter the Japanese market** and how to deal with cultural differences in that market.

In his presentations, Mr. Abe highlighted some of the **key data and trends in the Japanese ICT market**, covering many aspects of the market including **Bring Your Own Device (BYOD), Cloud Computing, Data Centers, Gaming, FinTech, IT Security, Machine-to-Machine (M2M) & Internet of Things (IoT), Smart Grid & Green IT, Medical & Healthcare IT, Network and Software Defined Everything (SDx).**

We were very fortunate to have the great direct and indirect **support of many government and industry organizations.** We greatly appreciate all their support in helping to make our ICT seminar series such a success.



VANCOUVER

As follow-up to the seminar, JETRO is looking forward to **supporting Canadian companies** interested in entering the Japanese market and including them in JETRO San Francisco's **Technology Partnering Japan Programme** (see below).

To download Mr. Abe's complete presentation:
www.jetro.go.jp/canada/events/ictseminarseries.html



KITCHENER-WATERLOO

ICT Company Success Stories



San Francisco based Optimizely Inc. has developed an Experience Optimization Platform for websites and mobile apps. In **establishing its Japanese subsidiary** in Tokyo in Feb. 2015, JETRO provided consultation with **visa experts**, temporary office space, **introductions to service providers**, and assistance with finding a **permanent office.**

www.jetro.go.jp/en/invest/newsroom/2015/ad37ec5addc87a3e.html



US security systems developer, Tanium Inc., established a **limited liability company** in Tokyo in Feb. 2015 with the aim of **expanding their business in Japan.** Tanium utilized the **free office space** at JETRO's Invest Japan Business Support Center (IBSC).

www.jetro.go.jp/en/invest/newsroom/2015/67ca4d69b25b54aa.html



NASDAQ listed LivePerson, Inc., which provides a digital engagement platform called Live Engage, established a **corporation in Tokyo** and started its business by providing services for **leading ICT and financial companies.** In Sept. 2015, it made a **business tie up with NTT Solco**, an NTT group company, to strengthen its presence in Japan.

www.jetro.go.jp/en/invest/newsroom/2015/dbd274603d4e8691.html

JETRO's Technology Partnering Japan Program

JETRO introduced its **Technology Partnering Japan Program** at the Japan ICT Market Seminar Series.

This program, run out of JETRO's San Francisco office, is a **free business matching** programme designed to give non-Japanese technology companies from North American **direct access to leaders and innovators** in Japan's technology industries.

It is a unique opportunity to introduce new technology to Japanese companies and, if they are interested in more information or discussing **potential partnerships**, JETRO will facilitate direct communication.

Sectors may include but are not limited to:

- Advanced Materials
- Computer Hardware
- Computer Software
- Renewable Energy
- Energy Efficiency & Management
- Environmental Protection
- Photonics
- Semiconductors
- Telecommunications & Internet
- Others

If you are interested in this programme please contact JETRO Toronto: inquiry@jetro.go.jp

Quebec Sake Event

On Sept. 18, 2015, JETRO, along with the Consulate-General of Japan, organized a **Sake Seminar in Montreal** to familiarize food service industry professionals with Japanese sake. Held for the first time in Montreal, over **40 professionals** including chefs, sommeliers and alcohol importing agents were in attendance.

Michael Tremblay, Head National Sake Sommelier at Ki Modern Japanese + Bar, who is also a recognized International Sake Sommelier, presented "**An Introduction to Sake**". His talk covered the history of sake, variations in brewing regions, and brewing methods, drawing upon his own experience of sake brewing. He also **offered four types of sake** currently sold in Quebec to let the participants taste different varieties.

Alain Smith, Analyste, Sélectionet acquisition des produits de spécialité at SAQ, talked about the sake situation in Quebec. He explained that **sake sales in Quebec** had been steadily **increasing** since 2010. SAQ has also consistently increased their selection, growing from only 3 in 2000, to 30 in 2010, and **60 in 2015**. They are planning to add **10 more in 2016**.

Comments from participants were positive: "**Very informative** session for sommeliers", "**Very useful** to understand the variety and ingredients of Sake", "**Great opportunity** for restaurants and food service industry professionals interested in Sake to meet with Sake importing agents".

JETRO is excited to have hosted this first Sake seminar in Quebec and is **looking forward to an expanded offering** of Sake varieties in the future.



Alberta and Saskatchewan Seminars for Japanese Companies

JETRO organized two more successful seminars in its **Provincial Economic Seminar Series** focussing on Saskatchewan (Sept. 15) and Alberta (Oct. 27), following.

Four speakers from the Saskatchewan Ministry of Economy, Saskatchewan Trade & Export Partnership (STEP), and Agwest Bio-Science Inc. came to Toronto to present information on Saskatchewan's economic strengths in **Agriculture, Mining, Oil & Gas, and Manufacturing**. They also gave an overview of its Biosciences cluster and presented some developed products.

For the Alberta event, information was provided on **Alberta's Energy, Forestry, Building Products and Agriculture Sectors** by the Government of Alberta, Alberta Petroleum Marketing Commission, Alberta Forest Products Association and Golder Associates. The event also featured a **Canadian/Japanese Success Story: Sakai Spice (Canada)**.

Once again, the information sessions were greatly received by the Japanese business community in Toronto and an additional event focusing on **Atlantic Canada** is being planned for March. Presentations from this seminar series can be found at the link below.

www.jetro.go.jp/canada/events/jcoseminars.html

Successful Japan LNG Pavilion in BC

Eleven **leading Japanese firms** active in LNG projects around the world participated in JETRO's Japan Pavilion at the Third Annual **International LNG in BC Conference** held at the Vancouver Convention Centre, Oct. 14-16, 2015. Participating companies included **upstream investors**, plant **engineering firms**, **shipping line operators** as well as **manufacturers** of compressors and iron & steel products.

As the **sole country-pavilion exhibitor**, Team-Japan demonstrated the commitment and importance of Japan to LNG projects in Canada and made for a strong and unified voice in advocating for their advancement. Participating representatives had **numerous business meetings** ranging from potential future upstream partners to downstream businesses including electrical power generators and chemical companies.

Visitors to the pavilion covered a wide range spanning government officials, local business leaders, as well as Aboriginal representatives, allowing pavilion participants **great exposure to showcase their products, technologies and services**. Pavilion participants were also able to collect valuable information on recent project developments in Canada.

One participating representative commented that coming to Canada to physically attend the event helped him to understand the **momentum of the LNG business** in Canada. Another commented that, through exchanging information with the key players, he felt it is important to remain involved in the **on-going discussion** with leaders from the LNG sector in Canada. Japanese companies are eagerly expecting the first Final Investment Decision (FID) which will push forward further LNG development.

www.jetro.go.jp/canada/events/lngshowcase2015.html



Service Industry Overseas Expansion Support Mission in North America

On **Nov. 22-23, 2015**, JETRO Toronto welcomed a Japanese Service Industry delegation. The delegation's purpose was to plan the **expansion of their operations to North America**. The delegation, consisting of six well-known Japanese **food and goods companies**, visited various Canadian retail chains to better understand local market trends. They also took the opportunity to **learn about challenges in retail planning and operations in Canada** with various industry experts and Japanese-affiliated service industry companies that have a strong presence in Canada.

Events & Programmes

Japan's Regenerative Medicine Market Seminar

Japan's new **expedited approval** system for regenerative medicine (RM) has created many **opportunities** for Canadian cell therapy companies and researchers. JETRO and CCRM will host a seminar on Japan's RM Market on **Jan. 29th (9am-12pm)** at the Hilton Toronto.

Speakers include: **FIRM**, Japan's main RM association; **OIRM**, on Canada-Japan **stem cell research** collaborations; and **RepliCel**, a Vancouver cell therapy company that has established a partnership with **Shiseido**. This event is free but pre-registration by Jan. 22 is required.

For more information:
inquiry@jetro.go.jp / 416-861-0000 x206;
www.jetro.go.jp/canada/events/
rmseminar012916.html

Rekindling the Relationship

The Japan-Canada Chambers Council (**Canadian Chamber of Commerce & Japan Chamber of Commerce & Industry**) will hold a major event on Japan in **Vancouver** (Fairmont Pacific Rim, **March 21, 2016**) focussed on potential effects of the **TPP agreement** and **business opportunities** in Japan.

For more information:
The Chamber or Vancouver Board of Trade

JETRO Canada

JETRO Toronto
120 Adelaide St. West, Suite 916
Toronto, ON, M5H 1T1
Phone: (416) 861-0000
E-mail: Inquiry@jetro.go.jp

JETRO Vancouver
Oceanic Plaza,
1066 West Hastings Street, Suite 2000
Vancouver, BC, V6E 3X2
Phone: (604) 684-4174
E-mail: office@JetroVancouver.org

www.jetro.go.jp/canada/

Survey on Business Conditions of Japanese Companies in Canada

On Nov. 26, 2015, JETRO released its latest annual survey on **business conditions for Japanese companies** in the U.S. and Canada. The survey questions focussed on **3 main topics**: 1. Status of operations; 2. Future business outlook; 3. Responses to changing business environment.

According to the survey, **76% of Japanese companies** operating in Canada expected their businesses to mark a profit (slightly higher than in 2014) and **41.5% of respondents** expect their business to expand in the next one or two years, although firms reporting a worsening of profit year-on-year also increased slightly.

Industrial sectors that respondents **expected to expand** in the next few years were, in descending order, environment, medical treatment, health care and cloud / mobile.

In terms of general administrative issues facing Japanese firms in Canada, **exchange rate risks** between the Canadian and US dollars was ranked at the top and the **rise of labour expenses** dropped to 2nd place. **Visa application** issues were also a concern.

Already utilizing FTAs such as NAFTA and the Canada-Korea FTA, there were **positive hopes for the TPP** in terms of trade with Japan, similar to those in the US. However, Japanese firms here were **less positive about declining crude oil prices** than their counterparts in the US, reflecting the structure of the Canadian economy which is highly dependent on the energy sector.

For full survey results summary:
www.jetro.go.jp/en/news/
releases/2015/4e32ded65283c4d8.html



Japan's New Energy and Industrial Technology Development Organization (NEDO) is the **largest public R&D funding organization** in Japan. With a staff of 800 and a budget of **US\$ 1,319 million (FY15)**, it promotes R&D of new **energy and energy conservation** technologies in Japan through projects involving private **companies and research institutions**. It also promotes international cooperation and introduces Japanese technology to the world. Headquartered in Kawasaki City, it has branches in Osaka, Washington D.C., Silicon Valley, Bangkok, Beijing, France and India.

For more information:
www.nedo.go.jp/english/
www.nedo.go.jp/content/100757648.pdf
www.youtube.com/watch?v=xTjBddOqrBg

Seminars for Japanese Company

Seminar for Japanese Companies in Calgary

On **Feb. 17, 2016 (8-11 am)**, JETRO will hold a seminar for Japanese companies at the Calgary offices of **TORYS LLP**.

Topics:

- The Impact of Government Changes on the Energy Sector
- Trans-Pacific Partnership and the Energy Sector
- Update of Personal Income Tax Laws and Trends

For more information:
www.jetro.go.jp/canada/events/jcoseminars.html
www.jetro.go.jp/ext_images/canada/pdf/
calgaryfeb2016flyer.pdf (in Japanese)

Seminar on Alberta for Japanese Companies in BC

On **March 1, 2016 (10am - 12pm)**, JETRO Toronto will hold a seminar on the **business environment in Alberta** for Japanese companies at the Vancouver offices of **Deloitte**.

Topics on Alberta's:

- Responsibly Developed Energy
- Sustainable Forestry Practices
- Advanced Wood / Building Products
- Agriculture Industry and Assets

For more information:
www.jetro.go.jp/canada/events/jcoseminars.html
www.jetro.go.jp/ext_images/canada/pdf/
vancouvermar0116flyer (in Japanese)

Atlantic Canada Seminar

On **March 10, 2016 (morning)**, we will hold a seminar at JETRO Toronto's office on Atlantic Canada for Japanese companies.

Topics to be confirmed soon.

Updates will be posted later at:
www.jetro.go.jp/canada/events/jcoseminars.html