



JETRO TORONTO

Newsletter

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Executive Director's Message



Kazuo Nakamura
Executive Director
JETRO Toronto

Happy New Year!
I hope you have had a great start to 2015.

Since Prime Minister Abe came to power, the Japanese economy has achieved high growth even on a global scale. The yen's rate to the

dollar has gone from 85 to about 120. The Nikkei Stock average went up from 10,230 to 17,450 yen. The unemployment rate improved from 4.3 to 3.6%. Although GDP growth rate decreased in April-June and July-Sept. due to the consumption tax hike, it is expected to increase during Oct.-Dec.

In order to end deflation completely, and spread the benefit of those positive cycles, the Japanese government will continue with its "Three Arrows" strategy of Abenomics: bold monetary policy, flexible fiscal policy and a growth strategy that promotes private investment. The Japanese government is also accelerating structural reforms in Japan, including corporate tax reform, revision of the points-based immigration system for highly skilled foreign professionals, and the creation of National Strategic Special Zones, etc.

In order to revitalize the Japanese economy, JETRO has been taking a very important role to encourage more business between Canada and Japan, especially Investment Promotion.

Last year, from Canada to Japan, Scotia Bank entered into the Japanese securities business and CAE formed a JV with Japan Airlines. From Japan to Canada, MUJI opened its first Canadian store in Toronto and KinderKids opened its first overseas international kindergarten in Mississauga.

JETRO Toronto is actively supporting such projects and we are looking forward to encouraging more business between Canada and Japan.

StarTech.com

Hard to find computer and AV products are now easy to find in Japan with Canadian tech company StarTech.com's entry into the Japanese market.

'Hard-to-find made easy': this is the slogan of a company based in **London, Ontario** called Startech.com which last year started direct business in the Japanese market after signing a **major distribution agreement** and setting up their **office in Tokyo**.

StarTech.com Ltd. is a global manufacturer of hard-to-find **computer and AV products** that connect and enhance business technology. With a large portfolio of **over 3,000 products** and an efficient distribution network, StarTech.com can get cables, connectors, extenders, splitters, switches, adapters, racks and docking stations to IT professionals through their **network of over 30,000 resellers** worldwide. StarTech.com products are also available through **Amazon Japan** and **Rakuten**.

Read more about StarTech.com's entry into the Japanese market in the **full article** at JETRO Canada's website. "StarTech.com's attention to detail and its careful and well thought out strategy for entering the Japanese market is a **model that many Canadian companies** could well do to follow", Kazuo Nakamura, Executive Director, JETRO Toronto.

www.jetro.go.jp/canada/news/success/ (for complete article)

Inside this issue...

March 3 Japan Business Seminar
StarTech.com Enters Japan
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Event Notice: Japan Business Seminar

Date: March 3, 2015

Time: 9:30 am -1:00 pm (including networking lunch)

Location: Hilton Hotel, Toronto

JETRO will hold a major **business seminar on Japan** at the Hilton Hotel in downtown Toronto on **March 3, 2015** in cooperation with the Department of Foreign Affairs, Trade & Development and other supporting organizations.

Speakers from Canadian companies such as **Manulife, OMERS** and **Redknee** as well Japanese organizations such as **JETRO** and the **Development Bank of Japan** will explain about the current situation in Japan, talk about the experience of Canadian companies entering the Japanese market and outline the services available to support Canadian companies.

For more information or to register for the event:
www.jetro.go.jp/canada/events/jbseminar030315.html

or call: 416-861-0000 x202
email: tor@jetro.go.jp

ICT Success Stories

As well as Startech.com from Canada, JETRO has assisted a number of ICT related companies from all over the world to enter the Japanese market, from start-ups to giants such as Amazon.com.

Amazon

Amazon Japan KK and Amazon Data Service Japan KK established an **Osaka branch** to further reinforce product sales services and web services in **Western Japan**.

www.jetro.go.jp/en/invest/newsroom/businesses/2013/20131015295.html

ACE Data Systems

Myanmar firm, offering software development and offshore IT outsourcing services, has **partnered with a Japanese systems development company** and set up an office in Tokyo.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140604668.html

SimpleX Internet

South Korean Internet business service provider established a subsidiary in Tokyo to service Korean companies looking to enter the Japanese market with a **platform for online stores**.

www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130710067.html

Aselta Nanographics

French start-up developer of software for integrated circuit (IC) production set up in Tokyo and formed alliances with other companies in Japan, including a **semiconductor manufacturer**.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140703902.html

Datawords

French provider of worldwide adaptation services for **digital media**, establishes a company in Tokyo to provide services to its customers in the **cosmetics, fashion and jewelry** industries.

www.jetro.go.jp/en/invest/newsroom/businesses/2014/20140728758.html

Marcura Group

UAE's Marcura Group (DA-Desk), an IT service provider for ship's operators, established an office in Tokyo on the **request of its Dubai customers** for them to provide service in Japan.

www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130718981.html

Steelwedge Software

US cloud-based sales and operations planning support system developer, established Japanese subsidiary in Tokyo as its **integrated Asian headquarters**.

www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130930394.html

Language Cloud

US-based startup established its Tokyo office to sell its **cloud-based learning management platform** developed for language teachers, students, and institutions with language learning needs.

www.jetro.go.jp/en/invest/newsroom/businesses/2013/20130613273.html

Animation Schools in Nerima and Quebec Agree to New Exchange Programme

In the second year of its **Regional Industrial Tie-Up (RIT) Programme** between Nerima and Quebec in the animation industry, JETRO received a follow-up mission of **4 Japanese animation companies to Montreal**, Nov. 17-20, 2014.

One of the participants, **Chubi**, a school specialized in Art, Design and Animation, agreed on a sister-school agreement with the largest 3D animation school in Quebec, **NAD**. They are excited to start a new exchange programme between the two schools.

The **Quebec Film and Television Council (QFTC)** and **Nerima Animation Association (NAA)** are now having progressive discussions on key issues such as differences in each country's financing system and production pipelines in order to help facilitate co-production projects between companies in each region. A **return mission** to Nerima is planned for the **second week of March, 2015**.



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JETRO Opens New Offices in Chengdu and Rabat

On Nov. 28, JETRO opened a new office in Chengdu, Sichuan Province, our **8th in China**. Then on Dec.18, we opened another in Rabat, Morocco, the first in a target of **doubling** the number of our **offices in Africa**. JETRO now has **76th overseas office in 57 countries**.

For more information:

www.jetro.go.jp/en/jetro/topics/1411_topics6.html

www.jetro.go.jp/en/jetro/topics/1412_topics2.html

23 Japanese companies explore Northern BC Shale Gas and LNG Opportunities

With increasing interest in Shale gas/LNG industry on the west coast of Canada, in line with Japanese energy demands following the Great East Japan Earthquake in 2011, JETRO Toronto organized a 'Shale gas and LNG mission' to Northern BC (Fort St. John, Kitimat, Prince Rupert) from October 20-24, 2014, in cooperation with the BC government.

The mission members, consisting of 23 companies (31 people) based in Japan, the US and Canada explored various shale gas development locations, from upstream to downstream, including a fracking site, a water source hub, a compressor site and an existing liquefaction site in Vancouver.

The mission also participated in a seminar and networking event with project developers and other key industrial players seeking opportunities to be involved in shale gas/LNG business.

There still remain some issues to deal with in terms of the development and export of shale gas from Canada such as the recent dramatic decrease in oil prices, tax issues, and environmental concerns. However, many Japanese companies are engaged in the industry and some have won bids for the construction of an LNG terminal.

Despite no Final Investment Decision (FID) yet, Japan has the potential to be a key partner in shale gas related technologies and in the industrial materials needed for the development of infrastructure.

JETRO will continue to work to support Japanese company involvement in Canada's shale gas/LNG business.



MUJI Launches in Canada!

After years of anticipation by Torontonians, Japanese large retailer MUJI (originally Ryohin Keikaku) opened up their first store in Canada at Dundas and Yonge on Nov. 29, 2014.

JETRO has been supporting various aspects of their opening such as corporate registration, import regulations and requirement, necessary certification, etc.

On the opening day, approximately 600-700 enthusiastic MUJI fans lined up from the entrance down to Bay Street in order to be its first customers. Due to record-breaking sales, some of the product lines were even temporarily sold out.

MUJI's products, which are simple, user-friendly, eco-friendly and aesthetically-pleasing, have been well received and are about to take root in Canada. According to MUJI Canada President, Mr. Toru Tsunoda, in the next 5 years MUJI plans to open a couple more stores in Toronto and expand to the other provinces. .



Events & Programmes

AnimeJapan Buyer Mission

JETRO will invite overseas buyers to Japan, March 18-22, 2015, to match them up with Japanese film, anime and TV industry professionals attending AnimeJapan 2015. JETRO will coordinate one-on-one business meetings and provide transportation, accommodation and interpretation for meetings. Application deadline: Jan. 26, 2015.

For more information:
www.jetro.go.jp/canada/progs/animejapan2015.html

Quebec Seminar

On Feb. 4, 2015, JETRO Toronto will hold a seminar on Quebec for Japanese companies in cooperation with Invest Quebec. **NO SPACES LEFT**

For more information:
www.jetro.go.jp/canada/progs/current/

Calgary Seminar

Continuing from FY2013, JETRO will hold a seminar to support Alberta-based Japanese companies on Feb. 20, 2014 at the Fairmont Hotel Calgary. The topic will be based on requests from the Japan Alberta Business Association, which mainly consists of oil & gas related companies. Details to be confirmed later. For more information, please contact JETRO Toronto.

For more information, please contact:
tor@jetro.go.jp

The Mindset of Monozukuri

A seminar designed to encourage a culture of talent and innovation in manufacturing and will feature Japanese and US auto parts manufacturers.

- March 5, 2015 (1:00-4:30pm)
- Novi, Michigan, USA
- Speakers: DENSO; HIROTEC, PTM
- Networking Reception to follow

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