



JETRO TORONTO

Newsletter

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Executive Director's Message



Hitoshi Oishi
Executive Director
JETRO Toronto

As well as helping Canadian companies to set up operations in Japan, one of JETRO's main mandates is to assist Japanese SMEs to find global export markets.

JETRO Canada has been particularly active in the areas of food & beverages and cleantech, but also in a wide variety of other sectors such as aerospace, manufacturing machinery, game software and design goods.

For the past few years, we have been sending Canadian companies to various regions in Japan to source new technology and interesting products to bring back to the Canadian market. From sake to waste-water treatment, some of our successes will be outlined in this edition and we will also introduce some of the buyer missions scheduled for 2014-15.

JETRO Canada is also pleased to support Japanese companies that are looking to expand their business and set operations in Canada. Such investments help Japanese companies to become more globally competitive and contributes to Canada's economy and employment.

In fact, JETRO signed a co-investment promotion MoU with the Department of Foreign Affairs, Trade & Development (DFATD) in May 2005.

Recently, we have been assisting a Japanese education company to set up a private tuition facility in Mississauga, Ontario, which you can read about in more detail on page 2.

Promoting Exports from Japan

To assist Japanese SMEs find new export market opportunities, JETRO provides assistance to Canadian end-users and distributors wanting to procure products from Japan.

This is a great opportunity for Canadian companies to source new and interesting products and technology.

Food Buyer Invitational Programme

One of the core sectors we focus on for export promotion is Japanese food & beverages. More and more Japanese food restaurants such as **Ramen shops and Izakayas** are opening up alongside Sushi restaurants throughout Canada.

We have been receiving more inquiries on how and where to import specific food from Japan as well. To accommodate the market demand, JETRO recently launched the **Japanese Food & Beverages Buyer Invitational Programme**, which provides opportunities for buyers to see and purchase food products in Japan.

More than twenty Canadian buyers have participated in tradeshow events such as Agri Food Tokyo and Foodex, and have gone on pre-arranged business meetings and factory visits through this program in the past few years. As a direct result, several **new Japanese food products have become available in Canada**. Sixteen sake brands are now sold via the LCBO in Ontario, and five via SAQ in Quebec. New Japanese cookies have been introduced, and are becoming popular as holiday gifts. This is just to name a few recent successes we've had.

In 2014, JETRO will expand on this success, inviting buyers who are interested in importing **wagyu beef, Japanese fruits & vegetables, and sake**. See 'Events & Programmes' on page 2 for more information as well as JETRO Canada's website for further updates.

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

Kampai Toronto

Kampai Toronto, the **largest sake festival in Canada** was held at the Fermenting Cellar in the Distillery District on May 29, 2014. The event showcased over **150 different sakes from Japan, Canada and U.S.** With the rise in popularity of Japanese food and culture, the consumption of Japanese Sake and Shochu in Canada has been increasing.

For more information:
www.kampaitoronto.com

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Cleantech Buyer Invitational Programme

In 2013, the Japan External Trade Organization organized two rounds of the Buyers Invitation Program: **Environmental and Energy Sector Business Matching Program in Osaka, Japan**. JETRO Toronto was able to send a total of three companies to attend the two rounds of business meetings held in January and October of 2013.

As a direct result of this program, we are excited to report the positive progress of Milton, **Ontario-based Directrik Inc.**'s ongoing efforts to bring Japanese wastewater treatment technology to the southern Ontario market. In particular, Directrik has successfully signed an agreement to represent **Osaka-based Fujiwara Industries'** Mono-rail Sludge Collector in Canada.

Directrik is working closely with Fujiwara to bring the Japanese technology to several municipalities operated wastewater treatment plants in Ontario. Directrik has also successfully introduced the **Kagawa-based company Solace Co., Ltd.**'s aeration system to the Peterborough, Ontario wastewater treatment plant, another direct result of the JETRO's Buyers Invitation Program.

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

Nerima-Quebec RIT

On March 21-26, 2014, JETRO dispatched a mission of 4 Canadian animation companies from Quebec (I Can Fly, Group PV, Audio Z and Frima Studio) to Nerima Ward in Tokyo, and set up business meetings at the site of **Japan Anime Fair 2014**, under the Regional Industry Tie-Up (RIT) program. As the first opportunity for the 4 companies to join the program to explore potential business partnerships with Japan,

they visited a number of animation studios and galleries in Nerima, one of which represents **TOEI Animation**, the largest animation company in Japan. Several **prospective business agreements** were proposed during the visit and JETRO will continue to support the collaboration and development of animation business between both regions.

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

VIP Visit

Hon. Teresa Wat, BC Minister of International Trade, pays a visit to JETRO Toronto in April.



CASL

Canada's new Anti-Spam Legislation (CASL) will come into effect on July 1, 2014. We will be requesting your permission to send JETRO's newsletter in the next few weeks. We appreciate your cooperation and consent.

Japan Investment in Canada

Kinder Kids

Kinder Kids International Preschool opened their new facility in Mississauga to the public on May 24, 2014 (official preschool opening expected in September). Kinder Kids is a well-known international preschool brand in Japan providing age-specific classes from 6 months to 6 years old. With 18 preschools in Japan, this is their first facility abroad. JETRO has been supporting overseas businesses of Japanese companies including Kinder Kids. With these efforts, JETRO promotes win-win business relations between Canada and Japan.

For more information:
www.kinderkids.ca



Kinder Kids Open House Event attended by Hazel McCallion, Mayor of Mississauga.

Events & Programmes

Invitational Buyer Missions for Japanese Products

JETRO provides assistance to companies wanting to procure products from Japan. **Programmes for 2014-2015:**

- INTERMOLD 2014: CLOSED
- Osaka Environmental and Energy: CLOSED
- Hamamatsu and Gifu (July 22-27, 2014)
- Tokyo Game Show 2014 (Sept. 18-19, 2014)
- Sake; Nagano & Kochi (Mid Oct. 2014)
- Japan International Machine Tool Fair (JIMTOF2014) (late Oct., early Nov., 2014)
- Wagyu beef, fruit & vegetable; Yamaguchi, Okinawa & Fukuoka (Mid Nov. 2014)
- Wagyu beef, fruit & vegetable; FOODEX and Iwate, Niigata, Shimane, Miyazaki & Ibaragi (Early March 2015)

To apply for these programmes, please contact inquiry@jetro.go.jp.

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

Hamamatsu and Gifu Business Matching

JETRO will invite international buyers or distributors focussed on **photo-electricity and medical related products** to participate in a business matching programme in Hamamatsu and Gifu during the week of **July 22-27, 2014**. **Applications welcome**. Please contact Tyson_Garbe@jetro.go.jp.

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

JETRO Canada

JETRO Toronto
181 University Ave, Ste. 1600
Toronto, ON M5H 3M7
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/