



STARTS Makes a Start in Canada

JETRO supports entry into Canadian market

STARTS Group was first established in Tokyo in 1969 as Chikuma Real Estate by Hisaji Muraishi, the CEO and Chairman. Today, STARTS Group has revenues of 160 billion yen (approx. C\$1.9 billion), employs 7,015 and has a global network of 34 offices, the most recent of which is in Toronto, Canada. It was established by Ms. Rika Masuda, General Manager, in March 2017 and is located at the Finch & Yonge intersection in North York.

The main focus of STARTS in Toronto is to support Japanese corporations expanding overseas. In particular, STARTS supports Japanese companies investing in Canada by helping their expats to find housing. Other business areas it will focus on include helping Japanese restaurants and stores to set up operations in Canada and in helping Japanese individuals to find second properties in Canada.

With its global network, STARTS Group can support their clients' expansion globally and it has been active recently in countries such as Shanghai and Myanmar, where it provides its 'COCORO' service offices, Cambodia, where it provides apartments for workers, and the Philippines where it can provide turn-key factory shells for Japanese companies looking to manufacture there.

In Japan, STARTS Group is involved in many activities. It is not a typical real estate firm that buys and sells property and makes profit from the difference. Instead, STARTS provides a one-stop solution from consulting to construction and finance to tenant recruitment and property management (500,000 residential units, 1,400 office building, nearly 130,000 parking lots).

It is also involved in a number of diverse businesses segments including running 65 elderly care and nursery facilities, operating a hotel near Tokyo Disneyland, a spa hotel in Okinawa and two business hotels in Tokyo, producing lifestyle and community-related publications and providing real estate brokerage services through its network of 1,000 real estate brokerages. It has even developed its own card key rental property security system.

JETRO has been providing various information to support Ms. Masuda in setting up STARTS's new office in Toronto and in helping her to understand the business opportunities in the Canadian market. JETRO's mandate includes supporting Japanese companies looking to expand into the Canadian market so STARTS's establishment here should be of great benefit.

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