

Japanese Companies in Canada Contributing to Canada's Economic Prosperity

2008/10/23



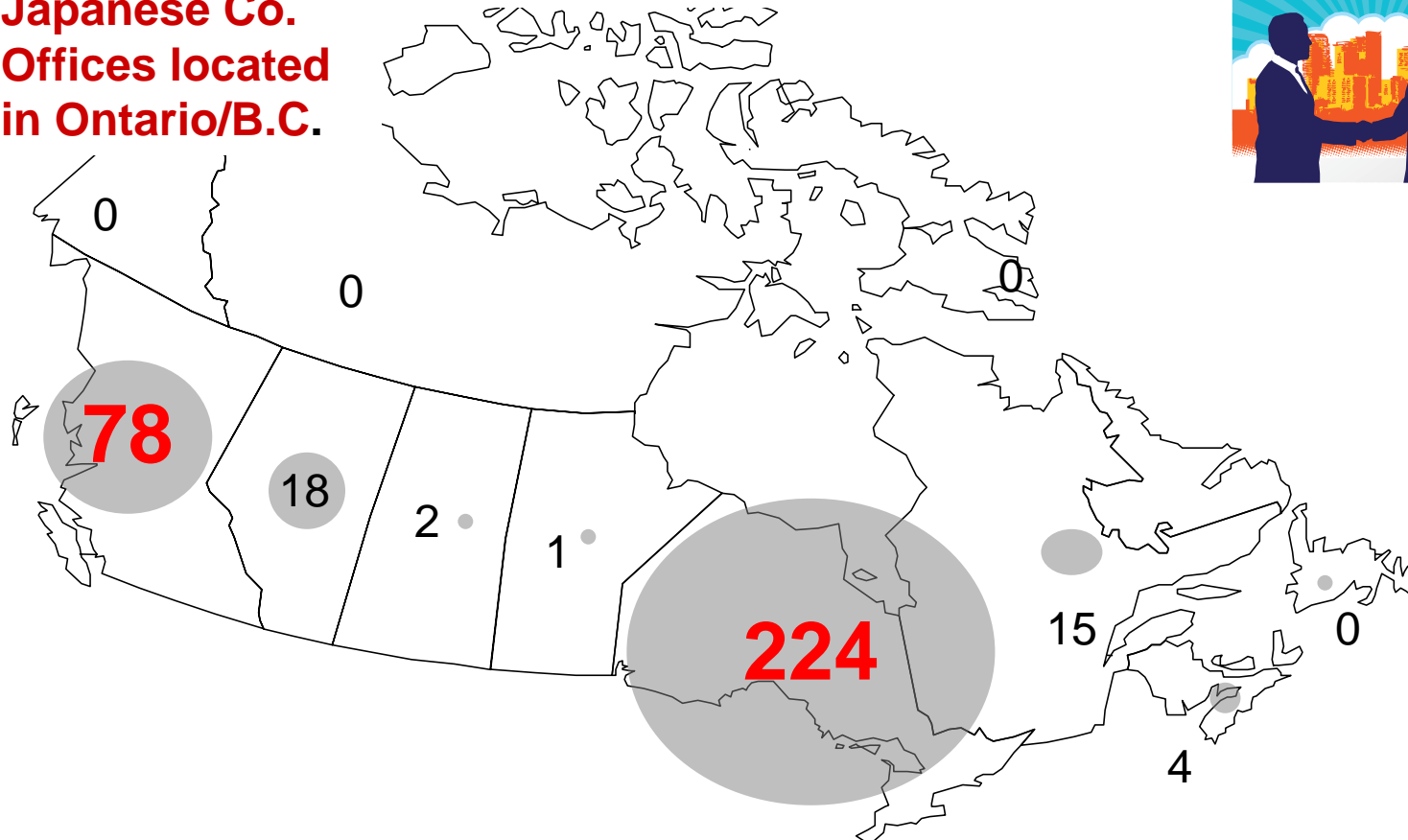
Noriaki Sakamoto

President & C.E.O.

Mitsui & Co. (Canada) Ltd.

Number of Japanese Companies in Canada : 344

**90% of
Japanese Co.
Offices located
in Ontario/B.C.**

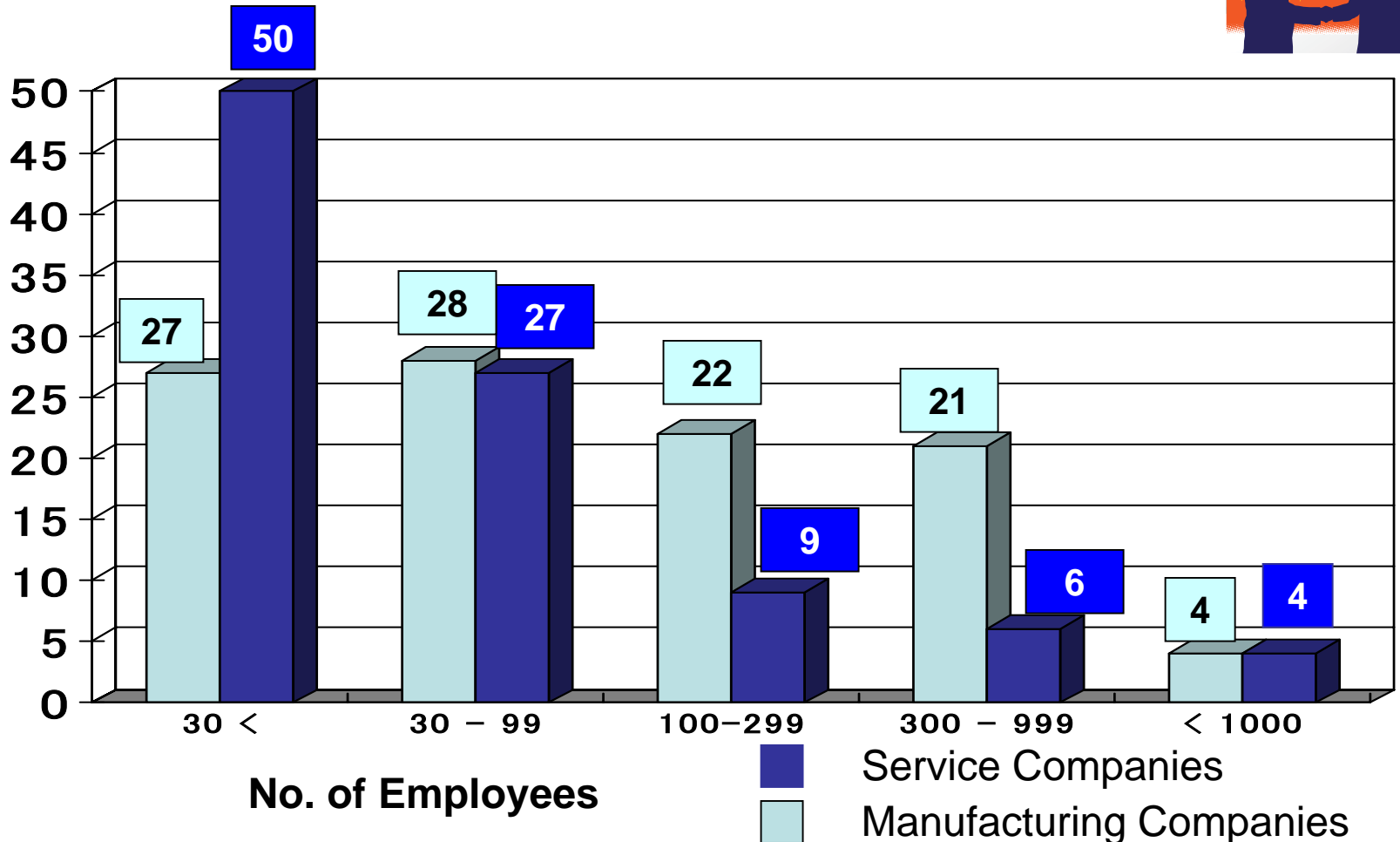


(2008 Survey by Japan External Trade Organization)

Growing Number of Canadian People Working for Japanese Companies



No. of Japanese companies



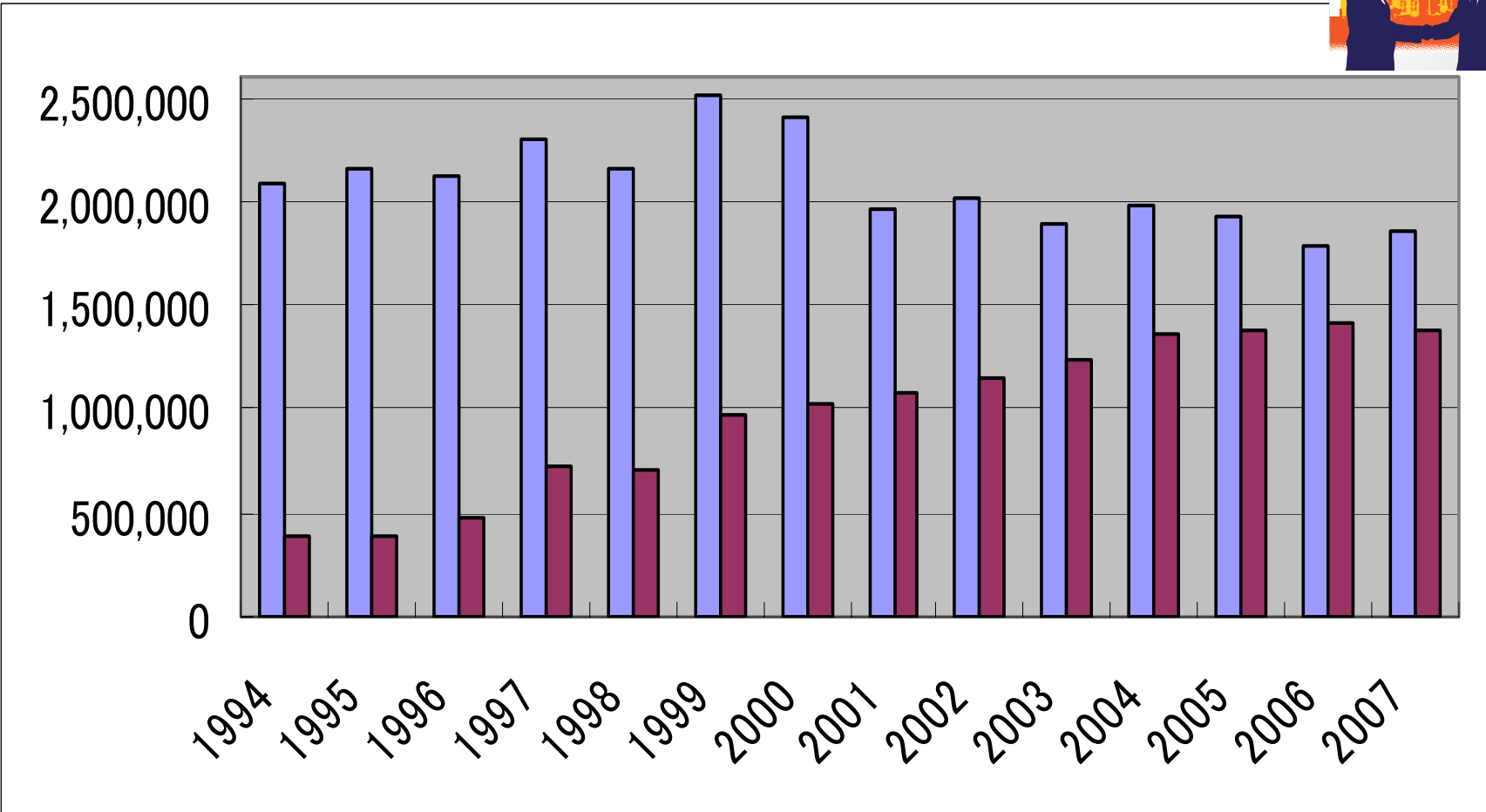
(2007 Survey by Japan External Trade Organization)

Challenge for Dynamic Canada



1. More Business Beyond the U.S. Connection
2. Stronger Ties with the Far East
3. More Investments with Canadian Capital

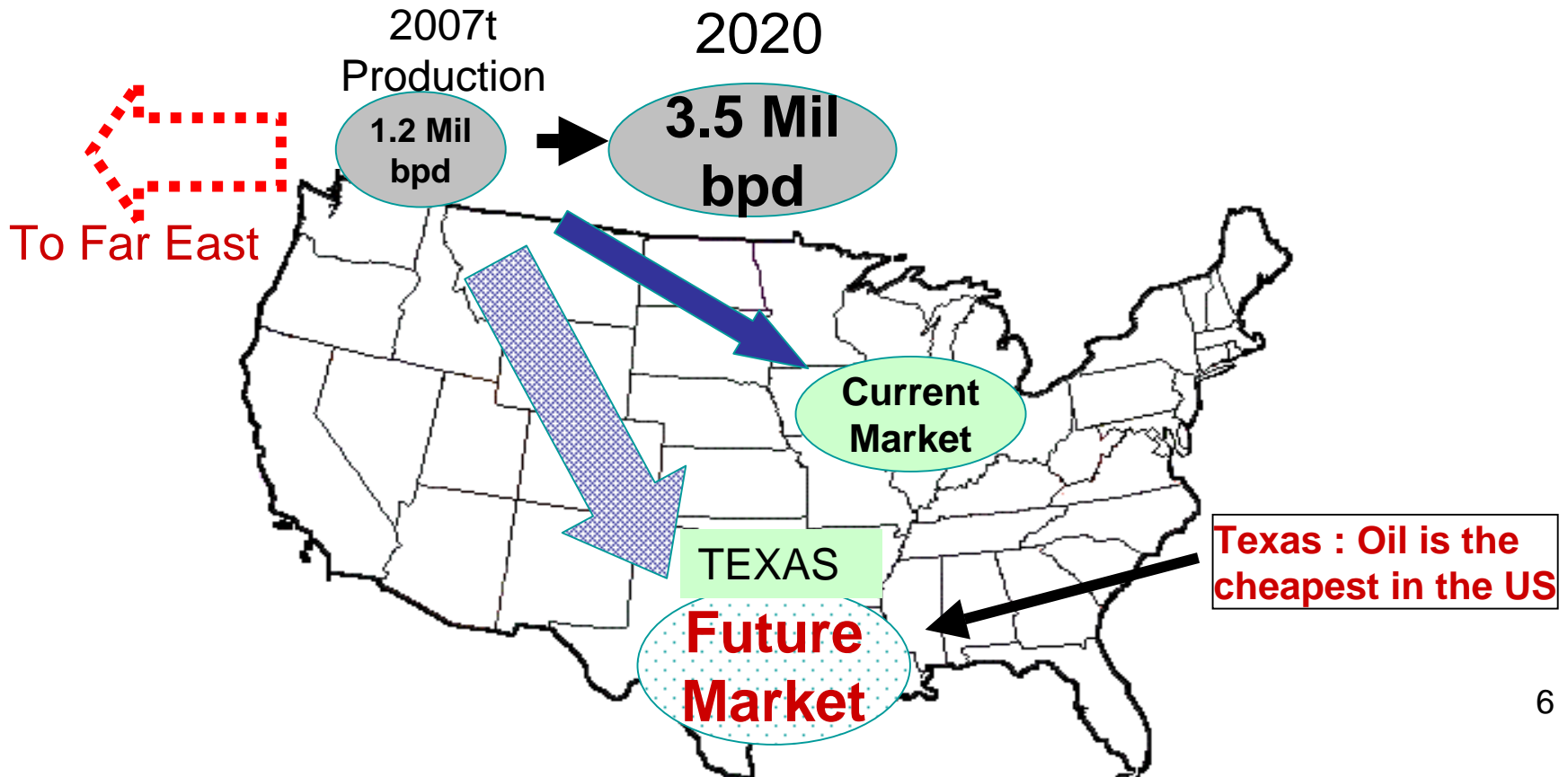
Number of Light Vehicles Manufactured in Canada by US Big Three and Japanese Companies



 **Big Three**
 **Japanese Car Manufacturing Companies**

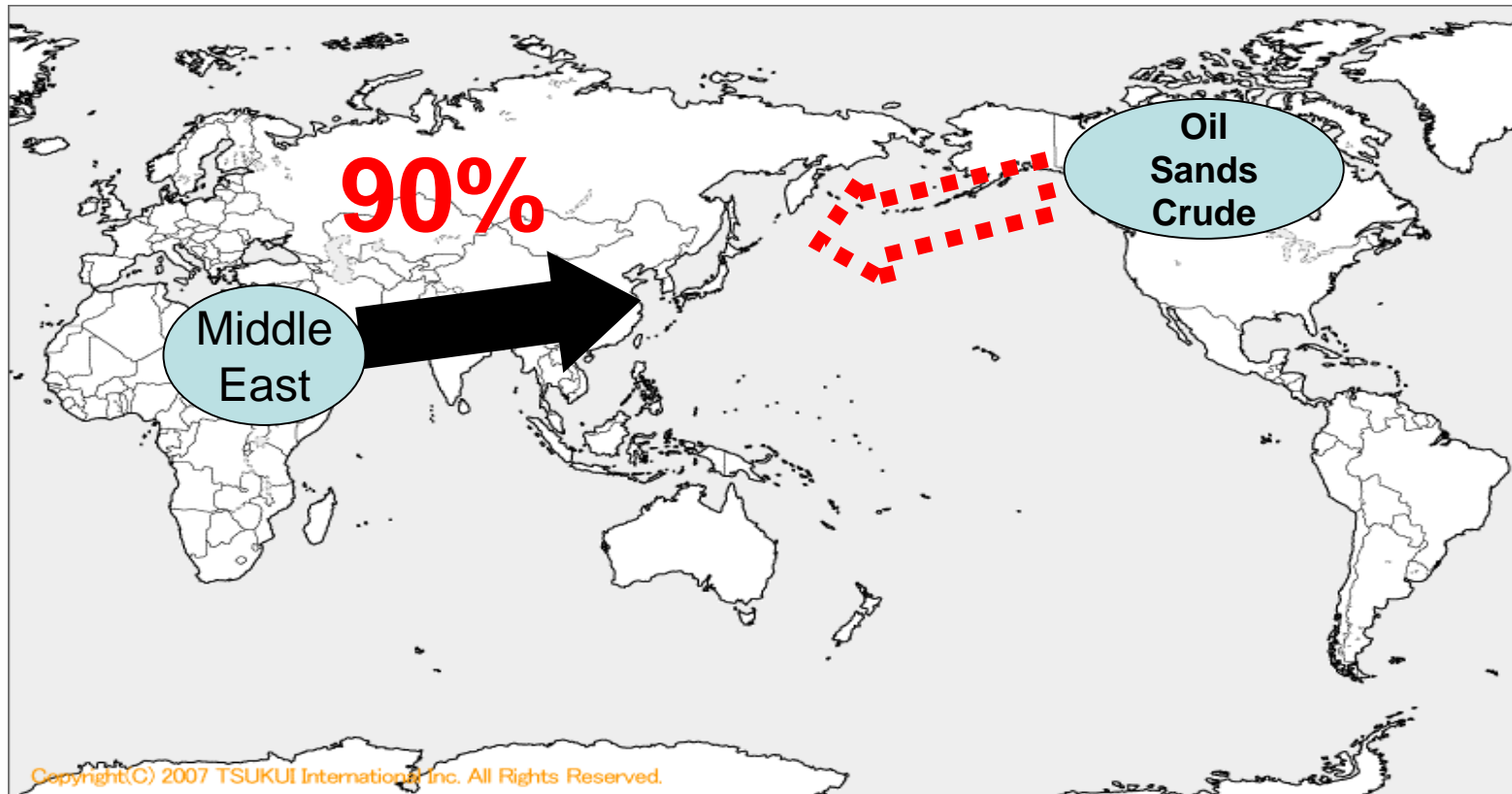
Oil Sands : Canada's challenge

- The **US market cannot absorb** all the incremental oil sands crude.
- **Texas area**, future market, is the most price-competitive
- Canada needs to **diversify** the market for stable growth of oil sand.



Oil Supply : Japan's challenge

- 90% of crude oil import to Japan comes from the Middle East.
- The Middle East is the most unstable in the last 30 years.
- Japan needs to diversify the supply source



Japan Can Contribute to Canada's Oil Sands-Related Environmental Challenges.



Canada's Challenges

Water

- **470 million cubic metres of water** to produce 1.2 million barrel.

Electricity

- **9 GW of electricity** to increase oil sands production from 1.2 million bd to 3.5 million bd.

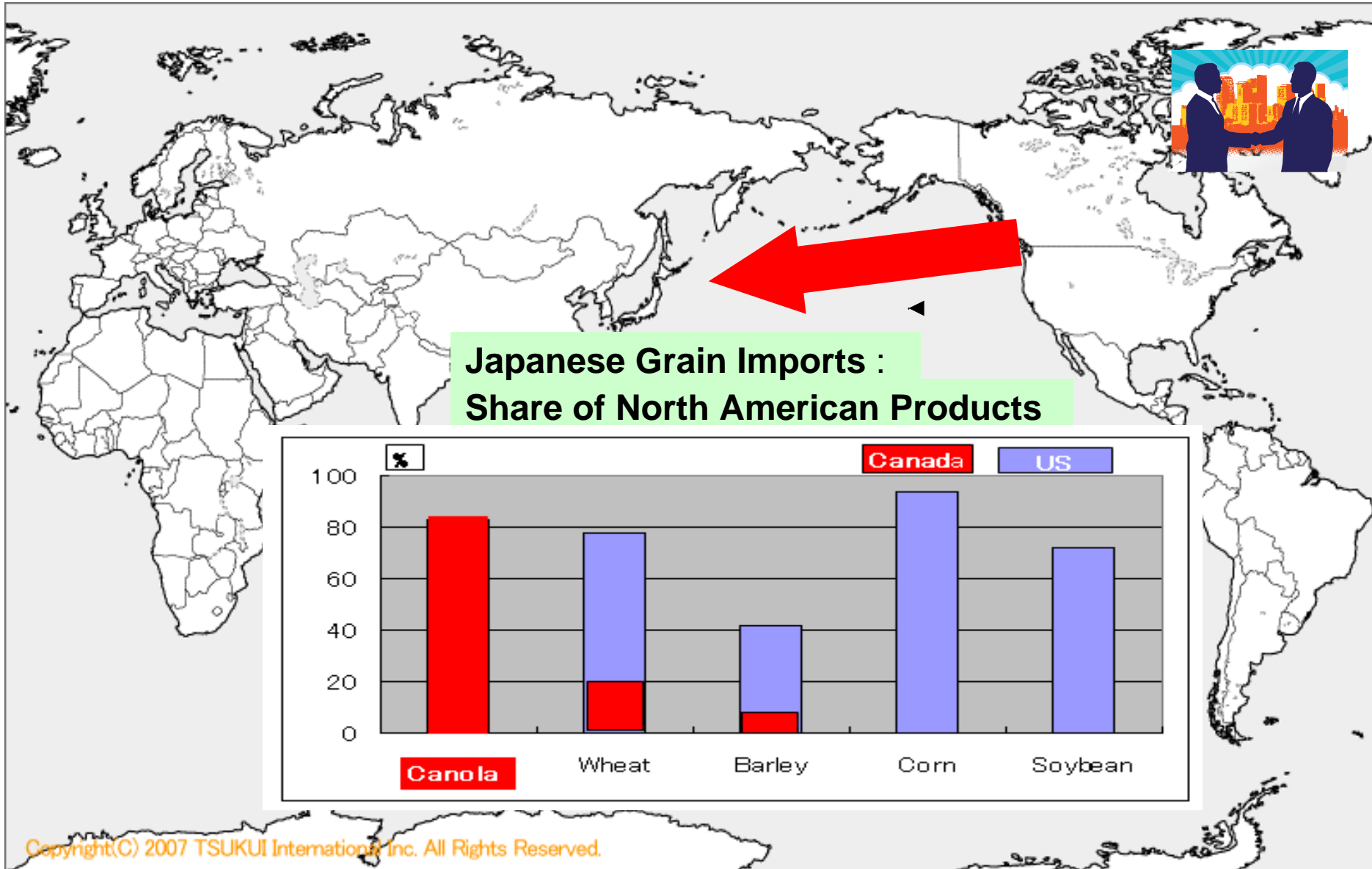
CO2

- **CO2 Emission Increase**

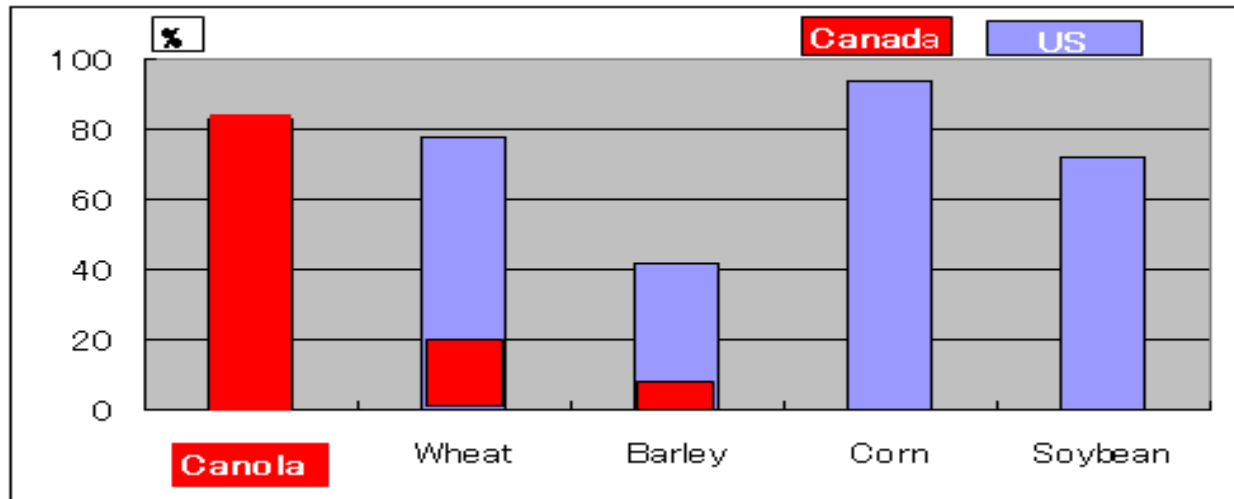
Sulphur

- **5.0 million ton of sulphur** will be produced in 2020 as by-product.

Japan Depends on North America for Major Grain Products.



**Japanese Grain Imports :
Share of North American Products**

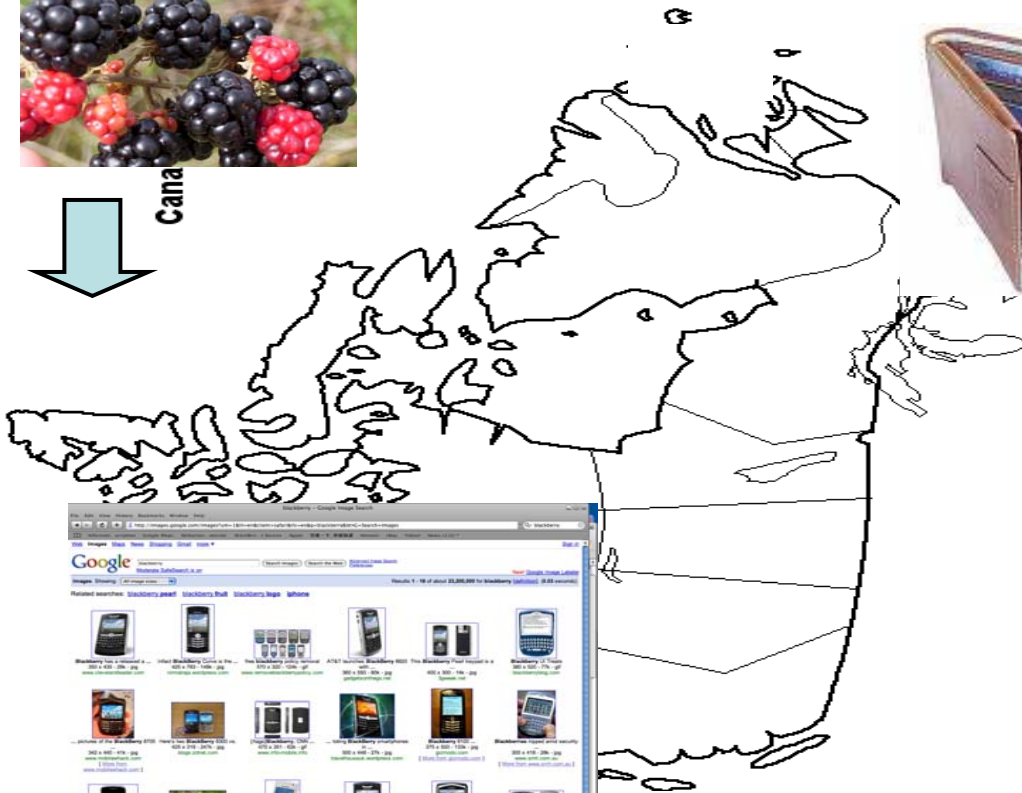


Information Communication Technologies (ICT) ICT Revolution by Canada and Japan

Blackberry



Canada



Mobile Wallet



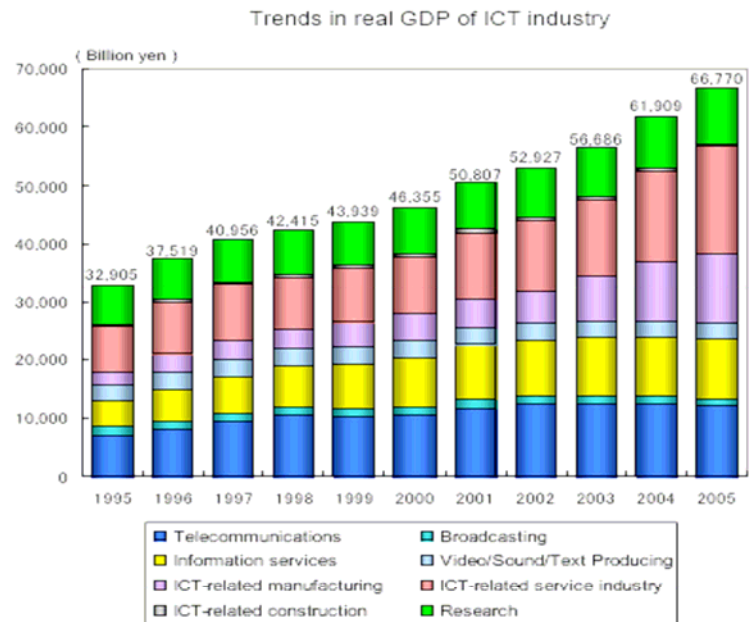
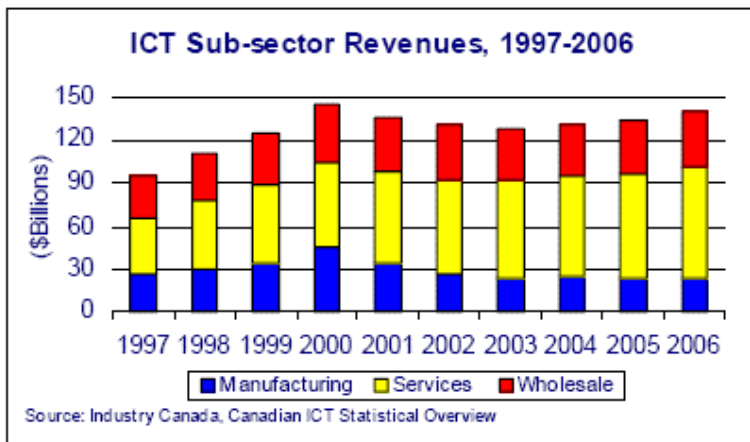
Information Communication Technologies (ICT)

ICT Collaboration Opportunities



Canadian ICT Sector

Japanese ICT Sector



- ✓ Email Services & Devices
- ✓ Information Security (Encryption, etc.)
- ✓ ICT Professional Services



- ✓ Mobile Phone Wallet
- ✓ Mobile TV – 1-Seg Broadcasting
- ✓ Games and Animation Production

Concluding Remarks



1. Classify projects depending on the size and risk to determine who leads.
 - ① The government sector
 - ② The private sector
 - ③ The government and private sector
2. Debate with mutual respect on a regular basis
3. Share the common value and vision