

# EURO BIZ JAPAN

APRIL 2019

CECILIA MALMSTRÖM,  
EUROPEAN COMMISSIONER FOR TRADE

## PROTECTING PROSPERITY

### ➔ Dancing to a new tune

*The irreversible future of music*

### ➔ Flying high

*Austrian Ambassador to  
Japan Hubert Heiss*

### ➔ Creating connections

*The EU-Japan Centre for Industrial  
Cooperation is helping SMEs*



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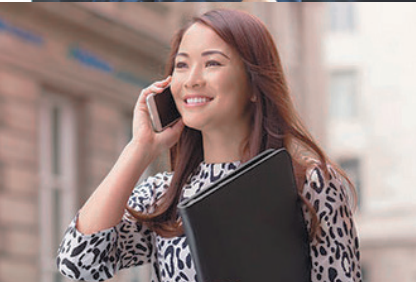
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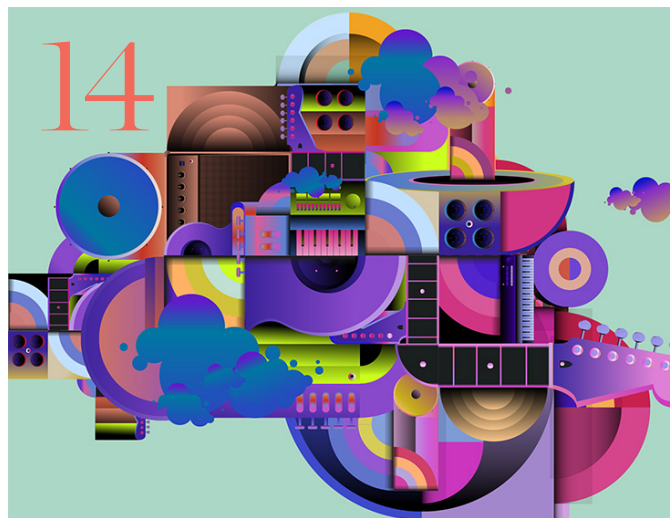
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To promote an impediment-free environment for European business in Japan.





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# Protecting prosperity

By Andrew Howitt









# First Focus

Shinjuku Gyoen, the 144-acre park a short walk from one of Tokyo's busiest districts

- was the grounds of a feudal lord's mansion in the 17th century
- was taken over by the Imperial Family in 1879
- was redesigned and given its current layout in 1906
- was destroyed in air raids in 1945 but rebuilt after the war
- opened to the public as a national park in 1949

No matter the owner or the era, its irrepressible beauty continues to inspire.

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Writing in and about Japan since 2000, **Gavin Blair** contributes articles to magazines, websites and newspapers in Asia, Europe and the US on a wide range of topics, many of them business related.

➡ *“Small companies and start-ups acquiring technology patents from universities and research centres is probably not the first thing that springs to mind when most people think of cross-border business. But a Technology Transfer Helpdesk at the EU–Japan Centre for Industrial Cooperation is now helping facilitate exactly that.”*



**Dan Sloan** has covered Japan and Asia as a journalist, author and corporate content chief for over 20 years, seeing more governments than he can count. He is a former president of the Foreign Correspondents' Club of Japan, and an unrepentant Yokohama BayStars fan.

➡ *“Japanese whaling vessels will sail again in territorial waters starting in July. The renewal of commercial hunts after a decades-long ban will either gradually see the return of consumer demand or expedite a last voyage for the industry.”*



Tokyo journalist **Tim Hornyak** has covered technology in Japan for IDG News, CNET, Scientific American and other media, and is the author of *Loving the Machine: The Art and Science of Japanese Robots*. He has also co-authored Lonely Planet's guidebooks to Japan and Tokyo.

➡ *“If you've ever used a smartphone fingerprint sensor, you've already experienced edge computing. It allows devices to process data near the source, and it's one of several ways that the machinery around us is getting smarter. European players, such as the chipmaker Arm, are already leading the field.”*



A former newspaper and wire service reporter, **Geoff Botting** has called Japan home for over a quarter of a century. He now works as a freelance journalist and translator, writing mostly about business, economics and travel.

➡ *“Next-generation 5G wireless technology isn't just about faster speeds, it's also about people and companies taking control. The platform will enable anyone to quickly and easily set up their own networks. The EBC is working to ensure that Japan's regulations and standards will be fully in sync with this aspect of the 5G revolution.”*

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# MAKE THE MOST OF SUMMER

For two weeks, from 21 July to 3 August, the annual Jinseki Summer School will be giving children the chance to learn, explore nature and make friends in one of the most beautiful parts of Japan.

**T**he Jinseki Summer School is based in the peaceful town of Jinseki-kogen, Hiroshima Prefecture, with the gorgeous Chugoku mountain range, rivers and waterfalls as its backdrop. It is also where the Jinseki International School – Japan's first junior

boarding school – will be opening in April 2020. It offers a multilingual learning environment that keeps children active, stimulated and entertained with daily learning, exercise and activities in either our Academic Programme or Summer Programme.

Taught by visiting lecturers from a Swiss elementary boarding school, the Academic Programme for native English speakers helps students to expand their knowledge of science, maths, art, history, geography, PHSE and international mindedness all across one project, which is completed at the end of the programme.

The Summer Programme, taught in English, explores a range of different themes with a core question on each prepared for the students, who consider possible answers themselves under the guidance of a teacher. Summer course students who don't speak English will steadily gain English and global thinking skills thanks to the exploratory curriculum, which leverages children's natural curiosity.

We make sure that each child receives two hours of sports and exercise a day, and we work with the United Sports Foundation to promote adventurousness, enjoyment and unity for children through physical activity.

We also organise a number of activities for the evenings, including local cultural experiences and star-gazing.

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# Staying in harmony

**The world-renowned** Vienna Boys' Choir can trace its roots back to 1498. Throughout its history, great classical composers, such as Mozart and Bruckner, composed for the choir, and some, including Haydn and Schubert, were choristers themselves. Today, some 100 boys, aged nine to fourteen, are divided into four separate groups and perform more than 300 concerts around the world annually. Their singing — blending soprano and alto voices in perfect harmony — can only be described as angelic.

This year marks 150 years of harmonious diplomatic relations between Austria and Japan and, as part of the celebration, the Vienna Boys' Choir will be touring Japan from 28 April to 16 June. In this month's

Q&A, Austrian Ambassador Hubert Heiss speaks about this and other cultural and diplomatic highlights from this very special year. Read the full interview on page 22.

More than four dozen albums by the Vienna Boys' Choir are available to stream on Spotify. The growth of such streaming services — though not a perfect solution to the problems created by internet piracy — have helped to bolster the music industry's global revenues while opening up new possibilities for musicians and listeners alike.

Find out about potential future trends for music in "Dancing to a new tune" (page 14).

We are privileged to have on our cover European Commissioner for Trade Cecilia Malmström. She was in Japan at the start of the month to evaluate progress on the implementation of the EU–Japan Economic Partnership Agreement. Learn more about her visit to Japan, and what her office is busy with right now, on page 10. While not everything is in perfect harmony (see EBC Update, page 33), Malmström is happy that the EU and Japan are singing the same tune. ●

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THE INTERVIEW

TEXT BY ANDREW HOWITT

PHOTOS BY TOMOHIRO OHSUMI

# PROTECTING PROSPERITY

European Commissioner  
for Trade Cecilia Malmström



This was the first chance both sides have had to sit down and discuss how the EPA is going. It has been an opportunity for celebration — this is the first time I've been in Japan since the deal came into force. Yet, we must remain clear-eyed. In many ways the work has only just begun. Two months in, the focus must now shift to implementing the agreement effectively. This meeting will be the first of many; I want to keep up a regular dialogue. We must continue to listen to businesses and make sure that the EPA is working for them.

We've signed many trade agreements in the past few years, but the EPA with Japan is by far the largest, covering around 635 million people and 30%

of world GDP. This is a huge opportunity for EU exporters, for many reasons. To give the most obvious example, the vast majority of the duties paid to enter the Japanese market will be scrapped. This will translate into €1 billion in savings every year. All in all, our studies show that annual trade between the EU and Japan could increase by nearly €36 billion once the agreement is implemented in full.

**Who have you met with and what have you discussed?**

I met with Foreign Affairs Minister [Taro] Kono and Trade Minister [Hiroshige] Seko to take stock of the trade agreement, as well as broader EU-Japan relations. I also met with members of the European Business Council for lunch in order to hear more about the situation for EU companies on the ground. They are already making use of the agreement



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EU Commissioner for Trade  
European Commission



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## “we are building closer ties with major trading partners”

and there is a real interest in the opportunities still in store. We must keep working to help them take advantage of these.

I also took part in a very interesting panel discussion at the Japan Institute of International Affairs. I always find it fascinating to see how different nations look at a single issue from different perspectives. The EU and Japan share many priorities, but often we arrive at them from different angles.

### What are the main areas of focus for your office right now?

Amidst the current trade tensions, protecting the World Trade Organization [WTO] is our number one objective. The WTO is facing its deepest crisis since its inception, and there is today a genuine risk of the demise of the multilateral trading system. Together with the United States, the EU and Japan are looking for solutions to the current problems in a trilateral format.

The EU has set out a comprehensive plan to reform the WTO and put forward first ideas and concrete proposals. We will deepen and accelerate our

efforts to prevent the rules-based multilateral system from foundering.

The EU is also looking to expand its circle of friends even further through bilateral agreements, so we are building closer ties with major trading partners. Our deal with Canada entered into force in 2017. Now, we are strengthening our alliances with Vietnam and Singapore. In Latin America, we are upgrading our existing deals with Mexico and Chile, and we still hope to conclude a deal with the Mercosur trade bloc. We are also negotiating with Australia and New Zealand, so we are very busy.

Also high on our agenda are enforcing our anti-dumping and anti-subsidy laws and putting our brand-new EU-wide investment screening framework into practice. Unfair competition subsidised by governments threatens EU industries, and it is important that we are able to monitor foreign investments to safeguard our interests.

### What reforms are you hoping to see implemented at the WTO?

The most pressing issue is to resolve the Appellate Body crisis. The WTO dispute settlement system will be paralysed by the end of the year if the appointment of Appellate Body members is not swiftly unblocked. This is an essential part of the WTO that can resolve disputes in an organised, rules-based manner. Without proper enforcement, we

cannot ensure that the rules will be followed. We therefore must make certain that it can continue functioning.

Updating the WTO rulebook will also be critical to ensure that the WTO remains relevant. We need new and better rules to maintain a level playing field and eliminate unfair practices, notably industrial subsidies. We also need new rules to stop forced technology transfers — when companies have to give away valuable technology as a price to pay for investing in a given country.

### What are your hopes for the EU–Japan relationship over the coming years?

Over the next months and years, we should see even more cooperation between us; for example, on connectivity. This is a priority for Japan during the G20 — held this year on home turf in Osaka — and

fits nicely into the EU’s 2018 Strategy of Connectivity. In this context, connectivity means everything from improving transport links and digital infrastructure to bridging energy networks, as well as bringing our

people closer together. This obviously has a very clear link to trade, which relies on strong connections to deliver prosperity. The two go hand in hand.

With the new Economic Partnership Agreement and Strategic Partnership Agreement now in place, the future of EU–Japan relations looks very good indeed. Our international goals broadly align and we are both pushing in the same direction. ●

Annual trade between the EU and Japan could increase by nearly

€36 billion

once the EPA is implemented in full

PHOTOS ©EUROPEAN UNION, 2019





FEATURE

TEXT BY ANDREW HOWITT

# DANCING TO A NEW TUNE

The irreversible future of music





For more than a decade, it looked like pirates might sink the music industry. After annual physical album sales peaked in 1999 at \$25.2 billion globally, the rampant spread of online piracy nearly halved the industry's revenue, bringing it down to \$14.3 billion in 2014. What stopped the downward spiral, transformed how music is consumed, and put the future of music on a new track is streaming, a more reliable, more convenient and safer alternative to piracy.

"The rise of these streaming services has completely changed the market for recorded music," says Andreas Brandis, managing director at German jazz record label ACT Music. "From our perspective, two things are certain. First, people will always want to listen to recorded music. In fact, they are listening to more music than ever before. And, second, there is no way that this development in how people listen to music can or will be reversed."

According to the International Federation of the Phonographic Industry's *Global Music Report 2019* released earlier this month, recorded music revenues grew for the fourth consecutive year, to reach \$19.1 billion in 2018. Streaming now accounts for 46.9% of global recorded music revenues — with overall streaming revenues up 34% in 2018 — compared with physical sales comprising only 25%.

The German label ECM resisted streaming until November 2017, but now has its catalogue of some 1,500 albums on all major streaming sites.

"It was important to make the catalogue accessible within a framework where copyrights are respected," says Christian Stolberg, head of communications at ECM. "Although ECM's preferred mediums remain the CD and the LP, the first priority is that the music should be heard."

Like ECM, Japan has not rushed to embrace streaming. Although the nation was the world's second-largest music market in 2018 after the US — with the UK, Germany and France rounding out the top five — the Recording Industry Association of Japan reports that CD sales accounted for 80% of the country's music revenues in 2017. However, it seems that, even here, listening habits are beginning to slide towards digital and streaming formats.

This trend has not been entirely positive for music labels, and especially independent ones.

"The income we receive from streams does not compensate, in any comparable way, for the loss from



Streaming now accounts for

46.9%

of global recorded music revenues

physical sales — neither for the artists nor for the labels," says ACT's Brandis. "This makes it harder to produce new music. We can't only embrace streaming; we need to establish new approaches to broaden our business model."

That said, the nature of streaming and the possibilities

it creates give an indication of how music consumption, and music itself, will evolve in the coming years. Perhaps the most significant change is that music is becoming increasingly global.

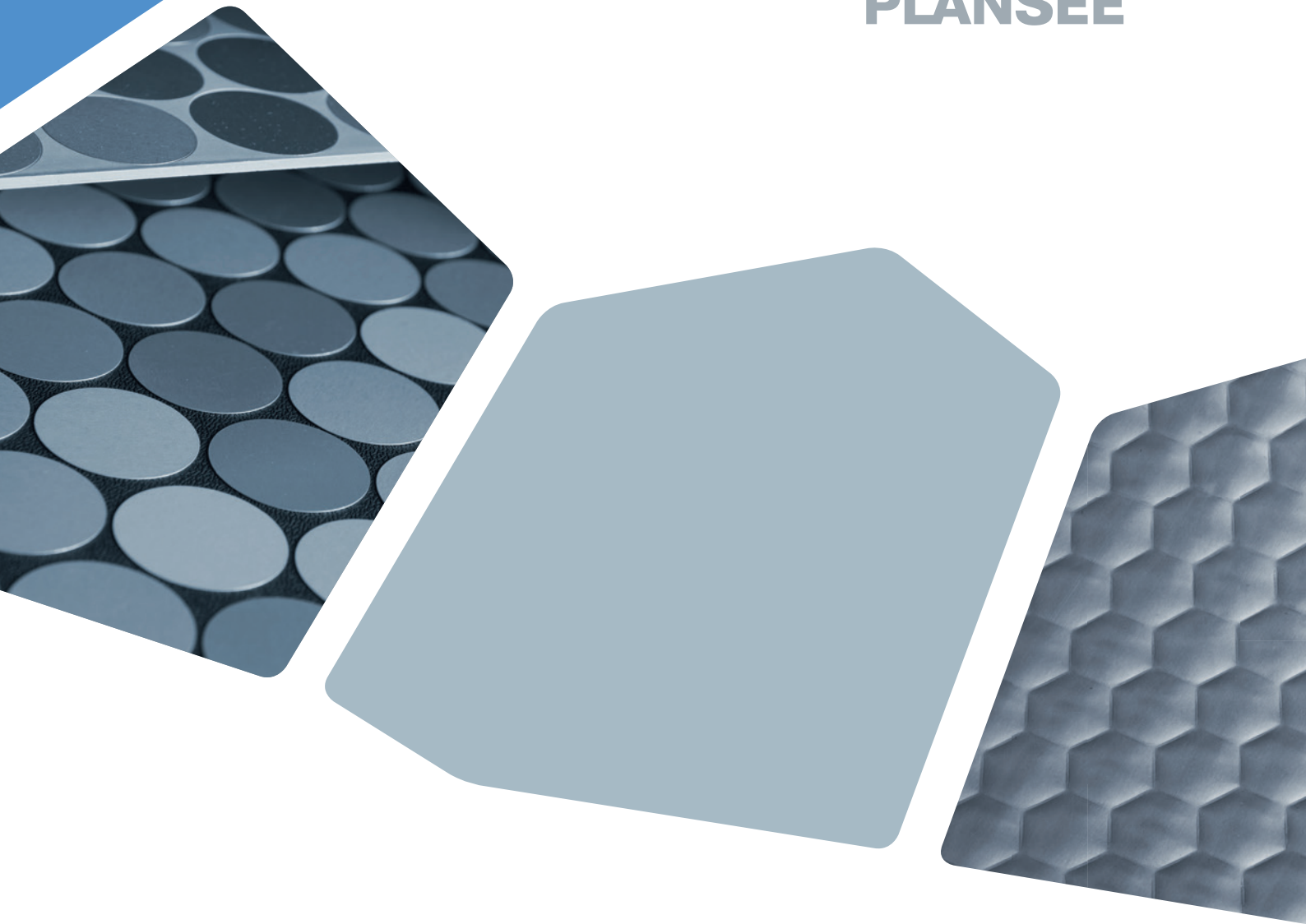
Markets, such as Asia and Latin America, are opening up as anyone with an internet connection can become a new listener; and musicians are being exposed to a broader range of types of music, leading to new kinds of musical expression.

"All music is available pretty much everywhere in the world; we can potentially reach a huge audience, way beyond the jazz world, through these services," says Brandis. "Like in many fields, borders are becoming obsolete between countries, cultures and continents, but also between genres and styles."

At the end of last year, the Nordic chambers of com-

**"there is no way that this development in how people listen to music can or will be reversed"**





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merce in Japan held an event called *The Future of Music Consumption* at the Embassy of Sweden in Japan. One of the speakers was Henrik Johansson, head of Japan's Premium Business at Swedish streaming giant Spotify, which boasts 207 million active users — of whom 96 million are paid subscribers — across 79 markets.

“What we do and the product we build have quite an impact on how people listen to music, enjoy music, think about music and discover music,” he stated.

According to Johansson, it's certain that there will be greater personalisation for listeners, through improved algorithms and careful editorial curation.

“We learn a lot about what people value in terms of what music is, and when they listen,” he said. “And we can feed all this information back into creating a platform that's even more personal, that's even better at helping you discover new content and new music. We're moving away from a world where radio shows and big marketing machines determine exactly who is going to be successful.”

Johansson also observed that streaming is removing the limitations that physical formats had imposed on musicians. The news site Quartz reports that the average song is getting shorter, due in part

to the economics of streaming — where “more streams means more money” — but Johansson asserts that creativity is boundless within the context of streaming.

“There's nothing stopping you from making a 24-hour long album and putting it on Spotify,” he said.

Also, the idea that an album is no longer fixed has begun to take root. Noting that some artists have been making modifications to albums in their back catalogue, Johansson believes that streaming services allow for an entirely new, open-ended form of creativity, with art that can change as the artist matures.

“What's been printed on the CD is not the way you have to listen to an album for the next 25 years,” stated Johansson.

The future of music is not entirely in the hands of streaming services and musicians. Change is also taking place in how our music is delivered. Smart speakers, for example, will become increasingly integrated into liv-

**“We're moving away from a world where radio shows and big marketing machines determine exactly who is going to be successful”**



Spotify boasts

207  
million

active users

ing spaces, and firms are working hard to make the sound quality and listening experience the best they can possibly be. Danish speaker manufacturer Bang & Olufsen, for example, brought its first smart speaker to the Japan market in January.

“Music is something that should be easily accessible, a natural part of our daily routines,” said Shin Iwanaga, president of Bang & Olufsen Japan, speaking at the same event as Johansson. “That experience is what we are continually trying to produce.”

Bang & Olufsen's recently released Beosound Edge speaker — a large, metallic disc balancing on its edge — demonstrates the firm's emphasis on design, craftsmanship and sound quality while nodding to the future direction of speakers in the home.

“The designer behind the Edge is Michael Anastassiades, and he hates speakers that are visible in a room,” said Iwanaga. “His product has actually exceeded the boundaries of a speaker — it is an art piece, a sculpture.”

Free of twentieth-century constraints, music has entered a phase of seemingly limitless potential. Today's technology will ensure that we never tire of listening to the new directions that musicians take. ●







# Creating connections

The EU–Japan Centre for Industrial Cooperation is helping SMEs



As trade and business ties between the EU and Japan are set to strengthen with the Economic Partnership Agreement (EPA) now being implemented, there are initiatives being undertaken to try to ensure that smaller companies also share the benefits. One such measure is the Technology Transfer Helpdesk launched by the EU–Japan Centre for Industrial Cooperation, which last year added further support for small and medium-sized enterprises (SMEs) looking to acquire or license intellectual property (IP) rights from universities and research institutions.

**T**he EU–Japan Centre was started as a joint venture between the European Commission (EC) and the Japanese government in 1987 to promote industrial, trade and investment cooperation, with a particular focus on assisting SMEs from both sides. This includes delivering training programmes, disseminating information, attending trade fairs, organising networking events, supporting trade missions and providing a desk at the centre for SMEs to use short-term while establishing a presence in Japan.

Philippe de Taxis du Poët, EU-side general manager of the centre, recalls a recent example of the organisation's work in facilitating cross-border business.

"We were recently approached by an Italian–Slovenian company that

participated in the Circular Economy Mission to Japan during the World Circular Economy Forum in Yokohama late last year — it wasn't our event, but we attended and supported European companies there," he says. "This company recycles 100% of the materials from used tires into new products; and they were in touch with us as they are now moving into the Japanese market."

The Technology Transfer Helpdesk was launched in early 2016 to help match SMEs with technologies available to license and to generate awareness of other business opportunities, concentrating on potential tie-ups with academic institutions. The idea for the helpdesk came about through a policy report written by Luca Escoffier while on a Minerva Fellowship, a scheme operated by the centre to "support its research and policy analysis of EU–Japan economic and industrial issues," according to its website.

The helpdesk is "run like a start-up" and "concentrates on patents and licensing opportunities", notes Escoffier, who now heads the unit from the centre's Japan office.

"We have a database that gives SMEs access to technologies available from universities and research centres, not com-

panies, so exclusively from an academic setting," he explains.

The helpdesk offers all its services for free. These include, among others, providing fact-sheets and guides to relevant issues, such as the IP aspects of the EPA, as well as monthly webinars featuring experts from around the world.

**"the helpdesk has been a great help; it opened doors and put us on the right track for protecting our IP"**

"We are partnering with a European start-up to add information to the database about projects funded by the EC, researchers, scientific publications and clinical trials," adds Escoffier.



**L**ast September, the unit initiated the Intellectual Property Rights Support Programme designed to aid both inventors and companies looking for the best way to protect their innovations, though Escoffier says its scope is not limited to that and their approach is flexible.

"I'm now helping a Japanese precision engineering company that is looking for partners, distributors or agents in Europe — any way we can create connections," says Escoffier.

For this initiative, the helpdesk has partnered with Sonoda & Kobayashi, an intellectual property law firm. They offer a free initial 30-minute consultation for inventors with a patent attorney, which can be done at the firm's offices or online, to assess whether an invention can be protected and to explain the basics of IP rights and the relevant costs to protect them.

**"I**nventors often don't know much about IP rights and can't distinguish between the different categories of patents, trademarks, designs and utility models," says Nicole Bigler, director of international affairs at Sonoda & Kobayashi.

The first consultations under the programme took place late last year and the firm is in the process of filing the first patent application from them.

One of the first companies to utilise the programme was Genuine Venture, a small start-up that operates in Tokyo and London.

"[Genuine Venture is] trying to change the way products are made and distributed," says its founder Mimmo Cangiano Belcuore. "Sustainability of products is our key goal and we are developing partnerships with manufacturers.

"We are also a platform, which brands can use to change their current infrastructure," he adds, stating that he is unable to go into more detail because the patent for the technology isn't public yet.

"Being a start-up, we don't have a lot of resources and the helpdesk has been a great help; it opened doors and put us on the right track for protecting our IP," says Belcuore. "The process was pretty straightforward and from the initial screening to meeting the counterparty it only took about three weeks."

## "European start-ups can help develop products and services more quickly"

Another company to have benefited from the work of the helpdesk is the Italian start-up weAR (pronounced we-are). It delivers instructional information and user-generated manuals via wearable devices through an augmented and mixed reality app, according to CEO and founder Dr Emanuele Borasio. This allows, for example, senior workers to provide training remotely to new recruits on how to operate machinery and has also been employed by surgeons to prepare for operations.

"In Japan, a lot of technology is created by large corporations, which tend to move slowly, so European start-ups can help

develop products and services more quickly," Borasio suggests.

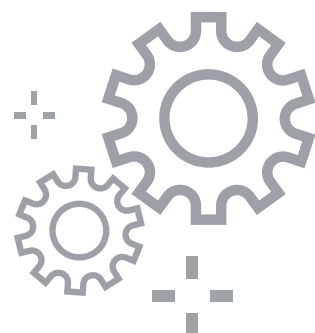
The helpdesk provided his company with networking opportunities and introductions to entities in Japan, explains Borasio.

"There is a lot of interest in wearable devices in Japan," he says. "Microsoft Japan has tried our application out with their HoloLens smart glasses, which we are currently talking to them about."

**B**orasio believes there is significant potential for weAR's products in

Japan but acknowledges that it is a challenging market to crack, requiring patience and a local presence.

"This year we are planning to hire a representative in Japan," he adds, "something we will be looking for help with from the EU-Japan Centre." ●







# Listing to starboard

Japan leaves the IWC and reboots its whaling industry

Japan's exit from the League of Nations in 1933 was far more dramatic, but late last year the country announced its withdrawal from another global organisation, the 89-member International Whaling Commission (IWC).

**T**he decision, which followed the IWC's 41-27 rejection of Japan's proposal for partial whaling resumption — and included opposition from the European Union — will christen the relaunch of commercial whaling in Japanese waters starting in July, the first official hunt in over three decades.

"Whaling will be conducted in accordance with international law and within the catch limits calculated in accordance with the method adopted by the IWC," stated Chief Cabinet Secretary Yoshihide Suga.

Nonetheless, Japan's exit reflects an unfortunate departure from more than 70 years of consensus-building and status-quo

diplomacy, raising the questions: why, and why now?

Professor Joji Morishita of the Tokyo University of Marine Science and Technology — who served as IWC chair for two years until last September and will be Japanese commissioner until the nation leaves — says the move was not a divorce, but rather based on no further prospect of sanctioned whaling.

"Withdrawal from the IWC was not an attempt to leave the international community," he said. "For the purpose of resuming whaling, there was no more room for improvement."

Japan will continue on at the IWC with observer status, but its monetary contributions — estimated at up to 8% of the organisation's budget — will end. Morishita said the IWC's future is hard to predict, but other nations may leave as the IWC shifts to conservation mode.

The "Japan First" announcement, rather than an immediate walkout after the September IWC vote, was seen by some as an attempt to stave off European opprobrium that could have affected the December ratification of the parties' mega-trade deal, the EU-Japan Economic Partnership Agreement.

Japan skirted a whaling moratorium for years through sustained "scientific" whaling in international waters. The International Court of Justice said in 2014 that Japan's programme had little scientific merit and should halt, leading to a one-year suspension of activities before eventual resumption.

Some critics welcomed Japan's IWC withdrawal, as Japanese whalers are now limited to the country's Exclusive Economic Zone, which will keep it out of international waters

near Antarctica, an area with a large whale population. Still, the actual area of Japan's "coastal whaling" will be an estimated 4.5 million/km<sup>2</sup>.

The nation dates its cultural and dietary ties to the 7th century's whale-eating Emperor Jimmu. Around the

turn of the 20th century, Japan began expanding its whaling fleets and ports. Domestic demand peaked in the late 1950s, as the dark red meat became common fare in restaurants, supermarkets and school lunch programmes, being a noted source of protein.

Commercial whaling was banned under an IWC moratorium in 1986, but Japan later resumed its efforts under the scientific mantle. Since then, at least 17,000 whales are estimated

**"This is Abe flipping the bird at the IWC and cutting costs of a programme that isn't viable"**

"Now that the 'bad guy' is out of the movie, what's the point for the other guys?," he asked.

Professor Jeffrey Kingston, director of Asian Studies at Temple University Japan, says Japanese Prime Minister Shinzo Abe achieved two goals in one fell swoop.

"This is Abe flipping the bird at the IWC and cutting costs of a programme that isn't viable and most Japanese care little about," he said. "He saves taxpayer money and can show his nationalist colours."

Since 1986, at least

17,000

whales are estimated to have been killed by Japan under its scientific programme

to have been killed by Japan, with some 600 whales caught in 2017 alone, of which 333 were minke whales and more than a third pregnant. Minke make up the majority of whales in Japanese waters.

The return of overt commercial whaling comes as annual consumption has tumbled from 230,000 tonnes in 1962 to as low as 4,000, or 40 grams per person, today. Prices in Japan vary widely depending on demand, and Morishita says the industry should not be in a hurry to return to whaling's heyday.

"They do not need to be in full gear next year, but rather take steady, gradual steps," he said, noting markets where whale has remained popular. "They should concentrate on high-demand places, such as Nagasaki."

Most see political motivation rather than a clear business case as key to the decision. Of the communities tapped to lead whaling's comeback in Japan, Shimomase (on the main island of Honshu), where Prime Minister Shinzo Abe captured 72.6% of the vote in the 2017 election, and the port of Taiji, Wakayama Prefecture, which LDP Secretary-General Toshihiro Nikai has represented for eight terms, are historical hubs ready for an industry reboot.

Five vessels from various ports will form a fleet in northeastern Japanese waters

between Aomori and Hokkaido from 1 July, according to the nation's Fisheries Agency. After this initial hunt and return to port, the fleet will gather again in September.

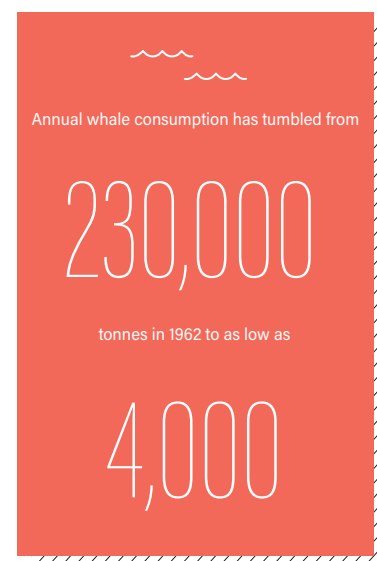
Morishita said exact catch goals have not been decided, but coastal whaling may see a return to levels similar to before the moratorium in the 1980s, when Taiji alone would bring in about 300 minke annually. He added that each whaling nation should not make targets independently.

Looking at Europe, Iceland and Norway have already left the IWC. Iceland sells domestically and exports to Japan, while Norway exports but has seen minke volumes decline despite having raised its catch limit by 28% in 2018. Norway's whaling barely exceeds Japan's scientific programme in volume, while the number of its whaling vessels has declined significantly.

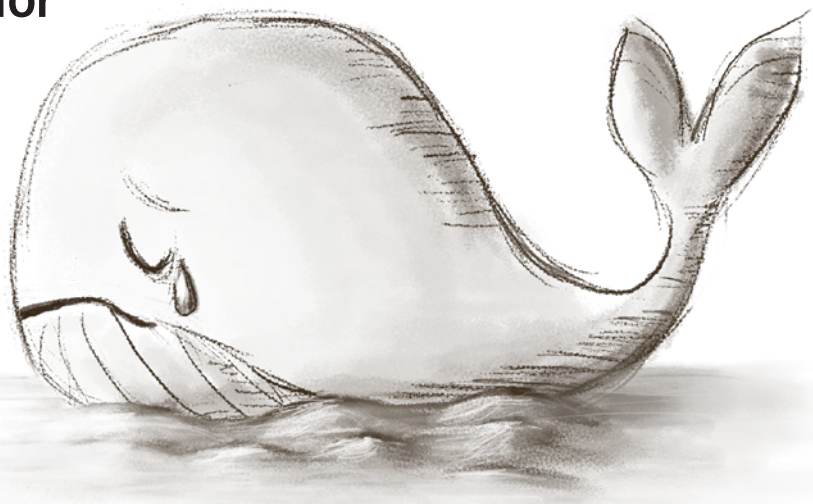
Market forces will likely determine whaling's viability

in Japan. Temple University's Kingston says the return to commercial hunting may actually be the industry's last voyage.

"It's hard to imagine much of a market," he says. "This is the beginning of the end for commercial whaling by Japan, and a blessing for whales." ●



**"Now that the 'bad guy' is out of the movie, what's the point for the other guys?"**







Q&A

TEXT BY ANDREW HOWITT

PHOTO BY KAGEAKI SMITH

# Flying high

Austrian Ambassador  
to Japan Hubert Heiss



Austria and Japan established diplomatic ties in 1869 with the signing of the Treaty of Amity and Commerce, and this year marks 150 years of close bilateral relations. Austrian Ambassador to Japan Hubert Heiss sat down with *Eurobiz Japan* to speak about what has been planned for this very special year, the recent visit of Chancellor Sebastian Kurz, and how flying between Vienna and Tokyo just became a lot easier.

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**How are Austria and Japan celebrating 150 years of diplomatic relations?**

This anniversary is, to us, a welcome occasion to increase Austria's presence in the public space in Japan. There is an a priori interest in Austria in political circles, media and the public in general, and we want to satisfy this interest. There are many vehicles to do this. One is high level visits. We recently had visits from the federal chancellor and the foreign minister. Federal President Van der Bellen will visit in the autumn on the occasion of the enthronement of Emperor Naruhito.

There are a number of cultural events, such as exhibitions of paintings by Gustav Klimt, and another called *Vienna on the Path to Modernism*, which focuses on art from Vienna at the turn of the 20th century. There are special musical performances, such as the annual tour by the Vienna Boys' Choir from April to June and the Vienna Philharmonic week in Japan in November.


There are also some events on the economic side, such as a delegation of Austrian companies at trade fairs like FORESTRISE 2019 in Nagano in August and the Austria Snow campaign, with Austrian and Japanese stakeholders and partner cities, in the area of winter sports. It's quite a programme.

I think these events will bring Austria and Japan even closer. And I hope they will create a greater awareness of Austria and a momentum that will last for years to come — until we have the next celebration.

**Could you give me some details about Chancellor Kurz's visit in February?**

The chancellor had an exchange of views with His Imperial Highness Crown Prince Naruhito. He also had a discussion with Prime Minister [Shinzo] Abe. The topics they discussed included our excellent bilateral relations and people-to-people contacts. In the international sphere, possibilities of closer cooperation and joint endeavours in the western Balkan region were discussed. The Japanese side gave an assessment of the rather complex situation in East Asia.

The chancellor also visited Hiroshima. This visit was inspired by the desire to pay tribute to the victims and survivors of the atomic bombing, and it took place against the backdrop of a priority of Austrian foreign and security policy, specifically, nuclear disarmament, nonproliferation of



“I hope [these anniversary events] will create a greater awareness of Austria and a momentum that will last for years to come”





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nuclear weapons and, ultimately, a world free of weapons of mass destruction. The nuclear issue is very topical in Austria — parliament and the general public alike are against both the military and civil use of nuclear technology.

This particular visit was a major operation for the embassy since it was not only the federal chancellor visiting Japan with a few members of his staff, but he was accompanied by a delegation of some 60 people, including two federal ministers, members of the Parliamentary Friendship League and members of the business community and the media. The Vienna Philharmonic String Quartet came with the delegation to perform a gala concert celebrating the 150th anniversary.

**Could you also tell me about Foreign Minister Kneissl's recent visit?**

The prime reason for her visit was to participate in the World Assembly for Women conference, hosted by Foreign Minister [Taro] Kono. Minister Kneissl was a keynote speaker in a panel discussion on the creation of new market value by

women entrepreneurs, and she participated in the closing session with the participating foreign ministers.

In addition, she gave a lecture at Kyoto University on the energy mix of the future, addressing the need to make energy supplies sustainable in the future and what conditions must exist to achieve that goal. And she visited Nagasaki for the same reason the chancellor had visited Hiroshima a couple of weeks earlier.

**Which Austrian industries are seeing growth right now?**

For Austria's economy, Japan has been a vital partner in Asia over the last decades. Japan is the third-largest overseas export market for Austria. Last year was yet another year where our exports to Japan surpassed €1.5 billion. It's important to mention that Austria's exports to Japan are diverse. There is no single industry that's not finding business chances here in Japan, and vice versa.

I'd like to highlight one area of growth: forest technology, including timber harvesting and biomass. I believe Austria has a competitive edge when it comes to making these technologies economically viable. There's a great interest in this from the Japanese side, and the demand for alternative energies here is huge, particularly in the area of biomass. Austria cooperates successfully with Japan on the integrated value chain of proper forest management. This includes high-tech equipment for logging and delivery, and high-efficient biomass plants.

Our trade promotion agency, Advantage Austria Tokyo, is working hard to create favourable conditions and to support individual companies in their business interests.

**How is the resumption of direct flights between Vienna and Tokyo helping tourism?**

Not only has Austrian Airlines resumed daily flights from Vienna to Tokyo Narita, but All Nippon Airways has launched a daily route from Haneda to the Austrian capital. So, for the first time in history, we have two daily flights between Tokyo and Vienna. And I understand that both airlines are fully booked, even though tickets are not exactly cheap. This will serve well for an increased stream of tourists in both directions.



some  
250,000

Japanese visitors come to Austria every year, and

20,000

Austrians visit Japan

At present, some 250,000 Japanese visitors go to Austria every year, and 20,000 Austrians visit Japan. Considering the relative size of the populations, this amounts to roughly the same level.

Right now, the majority of Japanese visitors to Austria only stay in Vienna. But, being a Tyrolean myself, I would like to convince Japanese visitors to Austria to extend their stay a little and take time to get to know the rest of the country.

As a nice coincidence, ANA's direct flights started on 17 February and our delegation with the chancellor flew home on their maiden flight from Tokyo. ●

“for the first time in history, we have two daily flights between Tokyo and Vienna”







# Austria

## Longstanding ties in friendship and trade

The year 1869 can be considered a pivotal one in nineteenth century Japan. It saw the end of the Boshin War, which cemented the authority of Emperor Meiji and allowed his mission of turning Japan into an outward-looking, modern nation to go forward unopposed. This new internationally minded philosophy was put into practice that same year with Japan's signing of the Treaty of Amity and Commerce with Austria.

As we mark the 150th anniversary of this historic agreement, it's worth remembering that it was more than just a trade deal or the beginning of diplomatic ties. It served as the starting point of Europe's fascination with Japan.

"It was at the Vienna World Expo in 1873 that Japan presented itself to the Western world for the first time, thoroughly influencing Western art and culture," states Ingomar Lochschmidt, head of Advantage Austria.

This year is being marked by numerous celebrations and events in both Japan and Austria.

"Austria Connect Japan will be held in Tokyo, and we are counting on the participation of the Austrian Federal President," notes Lochschmidt. "And we have planned activities in a number







of specialised fields of industry, including young Austrian fashion, startup events, fine wines, wood technology, forestry, medtech, factory automation and robotics, mechatronics, railway technology and more.”

Several companies that entered the Japanese market in 1869 are still present here today and continue to thrive.

“These include the crystal-ware maker J&L Lobmeyr and sparkling wine producer Goldeck,” says Lochschmidt.

One of the most accomplished of these is Bösendorfer, which began its operations in 1828. It manufactures world-renowned pianos and keyboards, and it has played a major part in Austria’s long and illustrious musical history. In 2008, it was acquired by Japanese instrument-maker Yamaha, and while they work closely on distribution and sales, Bösendorfer has maintained its traditional manufacturing and operational independence.

Another longstanding Austrian institution is Wiesner Hager, which opened its doors in 1849 as a carpentry and construction firm, and today specialises in creating ergonomic office furniture. It has risen to be the market leader in office chairs in Austria. In Japan, Wiesner Hager sells furniture through a partnership with a licensee, Okamura Corporation, itself an award-winning furniture maker.

Doppelmayr, another Austrian firm with origins in the nineteenth century, was originally focused on making and repairing tools. Nowadays, it is the market leader in rope-ways, but also produces tramways, gondolas and funicular railways for ski resorts and theme parks. Thanks to its partnership with Nippon Cable, its technology supports several Japanese winter sport destinations and amusement parks.

Perhaps the most famous Austrian brand from the 1800s is the luxury crystal producer and jeweller Swarovski. It has become a synonym for high quality jewellery, watches and accessories, as well as creating diamond cutting tools for the construction industry and road safety products. With Japan being one of its most important markets, it has shops nationwide, including in high-profile department stores such as Mitsukoshi.

While the anniversary represents a major milestone for everything Austria, Japan and their businesses have achieved, the future is even brighter.

“We are glad we have the Economic Partnership Agreement between the European Union and Japan in place,” states Lochschmidt. “With this, our bilateral trade and technology exchanges can increase even further.” ●



#### Trade with Japan

Exports to Japan: €1.53 billion  
Imports from Japan: €2.24 billion

SOURCE:  
STATISTIK AUSTRIA (2018)

“Some companies that entered the Japanese market ... in 1869 are still present here today”



#### Area

83,871 km<sup>2</sup>.

Coastline: landlocked.

#### Climate

Temperate; cold winters with frequent rain, and some snow in the lowlands and the mountains; moderate summers with occasional showers.

#### Major cities

Vienna (capital), Graz, Linz, Salzburg and Innsbruck.

#### Population

8,793,370 (July 2018, estimate).  
Urban population: 58.3% (2018).  
42.1% are 25-54 years of age.

#### Main exports to Japan

Non-railway vehicles; wood, charcoal and wooden products; machinery; optical, photo, technical and medical apparatus.

#### Interesting fact

Vienna has the world’s oldest zoo, which opened in 1752.







BUSINESSES FROM ...

AUSTRIA

A look at some  
companies from  
the region



## SILHOUETTE

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,600 employees worldwide. With 13 international subsidiaries and one regional office, the family-owned company is the market leader in rimless eyewear. Silhouette feels extremely honoured to be a part of the long-term friendship between Austria and Japan and wishes for continued prosperity for both nations.

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# Hendrik Michael

## Wanderlust in his DNA

Hendrik Michael was destined to be a traveller. Originally from Magdeburg in East Germany, his parents' work took his family abroad, and they spent several years in Poland.

**"**If you grow up moving to different places, you get used to it," he says.

"The older I got, the clearer it became that I wanted to live a global life."

Although Michael has spent time living and working in many countries, including Chile, Switzerland and the United States, it is Japan that he's most fascinated with.

"Coming to Japan as a German makes it easy to fit in," he says. "The way we explore things, our mutual love for details and rules, and the acceptance that things have to be regulated are some points we have in common, so it was quite easy for me to adapt to life here."

My wife is Italian, so for her it was a little bit different."

There have also been aspects of life in Japan that have come as welcome surprises to Michael, chief among them being the emphasis on prioritising relationships. One incident that left a lasting impression was buying a set of handmade knives for his father-in-law, something that, in Germany, would have been nothing more than a simple business transaction.

"It was amazing; the shop owner really spent time with me," Michael says. "Then his mother came and offered coffee to my wife and chocolate to my kids, just to make us comfortable. And he asked questions like, 'What is your father-in-law's favourite meal? Where is he from? Does he do the cooking?' It's so different from Europe."

This experience reminded him of the importance of being considerate in each interaction. According to Michael, the high standards of efficiency in Germany, and the focus on completing a task quickly, have led to the stereotype of Germans being overly direct.

"I've learned that, in Japan, you completely fail if you behave like that," he notes. "You have to pay attention to non-verbal behaviour."



**"The older I got,  
the clearer it  
became that I  
wanted to live  
a global life"**

### Do you like natto?

**Time spent working in Japan:**

Nearly two years.

**Career regret:**

I'm divorced. It's a tough lesson to have learned, but when you focus entirely on one part of your life, you end up forgetting the other half. The experience changed me completely.

**Favourite saying:**

You can't predict the future, so try to create it.

**Favourite book:**

*Underground* by Haruki Murakami. It's a great exploration of the psychology of Japanese society.

**Cannot live without:**

My family.

**Lesson learned in Japan:**

It's not always about time. Sometimes you need patience and to focus on quality.

**Secret of success in business:**

If you are only in it for money, you'll get tired of what you're doing. But if you do something that fits your personality, you can do it your whole life.

**Favourite place to dine:**

Las Vacas Gordas in Santiago, Chile. I love meat and the meat they serve is the best.

**Do you like natto?:**

It's an experience. But not my favourite thing.

As an HR director at Audi, Michael needs to be an expert at strengthening relationships and understanding different perspectives — and these are skills that he strives to instil in the firm's employees. Since coming to Japan in 2017, he has offered a training programme in which people were invited to imagine they were the CEO and propose solutions to hypothetical problems. When they presented their business plans, they all conceded that it hadn't been easy to reach their conclusions.

He has also begun the process of introducing reforms that will bring the Tokyo branch's work styles closer in line with those of Audi's headquarters in Ingolstadt. One example of this is his effort to promote flexitime and a better work-life balance — but he has found it a challenge to overturn the cultural norms in Japan of long working days and fixed hours.

"You have to make people aware of changes in a very sensitive way," Michael says. "I don't want to make anybody upset, but to create an understanding between us."

The goal of changing others' thinking is as ambitious as the one Michael has set

himself in his personal life: to set foot on every continent. Australasia is the next one in his sights.

"I haven't been to New Zealand, but it's part of my region," he says, "so my chances of going aren't too bad."

For the time being, however, he has taken once more to travelling closer to home. He regularly rents a motorbike to conquer the local highways with his office's motorcycle club — and it is clear that the slower, more meditative pace of life in Japan has had an effect on him.

"It's not about going fast," Michael states, "it's about really seeing the country." ●

Hendrik Michael is an HR director at Audi and a member of the EBC Automobiles Committee.



# Telecommunications Equipment

## Connecting Japan to the future

Our wired world is about to lose a lot more of its wires. Countries are busy laying the groundwork for 5G, the fifth-generation wireless platform — a giant leap forward from the current LTE standard.

The considerably faster connection speeds, lower latency and massive traffic capacity of 5G will create a world where all sorts of devices — from refrigerators to cars to hospital equipment — can be online around the clock.

Japan is aiming to be a main player in all this and hopes the 2020 Tokyo Olympics and Paralympics will serve as a showcase for the country's early advances.

"We will probably have pre-commercial service, or equivalent, of 5G this year and commercial service in 2020," says Yoshio Honda, chairman of the EBC Telecommunications Equipment Committee.

The committee is among the EBC's smallest, consisting of just two member companies: Ericsson Japan, where Honda works, and Nokia. But it's also an extremely busy and important one given its role as an official participant in the policy committees of Japan's Ministry of Internal Affairs and Communications (MIC).

The EBC's issues cover harmonisation of the radio spectrum and other common technical standards, as well as intellectual property protection.

For example, the future use of the 5 GHz band is a big topic within Japan's wireless industry. Frequencies in that band are unlicensed and used for such technologies as Wi-Fi and Bluetooth. They also happen to be a lot less congested than the common 2.4 GHz band, which, these days, is crammed with radio waves from Wi-Fi routers, garage door openers, baby monitors and a plethora of other devices.

As well as being less crowded, the 5 GHz band also has the potential for faster connection speeds. It's no surprise, then, that many industry players view this band as important to the developments 5G will enable.

But according to the committee, regula-

tors at the MIC are considering limiting the kind of technologies that can be carried in that slice of the radio spectrum in Japan.

"We would prefer this regulation to be technology-agnostic, allowing deployment of new emerging technologies," says Jari Vaario of Nokia.

An example of this technology using the 5 GHz band is MulteFire. It is cellular-based, like the LTE standard on your smartphone, but it is as easy and inexpensive to set up and run as the Wi-Fi in your home.

"It's easy to deploy on this kind

of unlicensed band," Vaario explains, adding that he expects the ministry to announce the new regulation on 5 GHz use sometime this year. "We've been working with them on the technical topics, but it's difficult to influence them."

The future promises the roll-out of many other technologies similar to MulteFire. Most networks are currently managed by internet-service providers and other such operators. But a distinguishing feature of the wireless revolution ahead will be private, self-contained networks, deployed and managed exclusively by the people and organisations they serve.

Honda says the committee has been working with the MIC on related policies.

"We are now actively joining the regulatory discussions in the government for local, private 5G systems and spectrum," he says. "There will be industry applications of 5G, for example, in factory automation and systems. [A part of the] spectrum can be deployed and owned by industry players, not by the [mobile network operators]."

This shift will lead to a boom in new business opportunities, according to Vaario.

"If you look at industries around the world," he says, "this is now maybe the most rapidly growing business area in the network infrastructure business."

The EBC Telecommunications Equipment Committee may be small, but the work it's engaged in will have an enormous impact on just about every industry there is. ●

Yoshio Honda is chairperson of the EBC Telecommunications Equipment Committee and general manager of standardisation and regulation, technology and research at Ericsson Japan.

### Advocacy issues

#### 5G

Japan should promptly allocate spectrum for 5G to help in the development of 5G equipment.

#### Intellectual property

Japan should follow common international practices when it comes to standard essential patents, rather than develop Japan-only solutions.

#### Common technical standards

Japan and the EU should accept each other's standards for telecommunications equipment.



# Stopping a bout of hiccups



## Call for input on any EU-Japan EPA-related issues

The EU-Japan Economic Partnership Agreement has now been in force for two and a half months. Many companies are already reaping the benefits of the agreement, whether through lower tariffs or by EU products not needing to undergo additional testing for the Japanese market.

**T**his is not to say that there haven't been any hiccups. Shortly after the EPA came into force on 1 February, the EBC started to receive reports that importers of EU products were being required to provide detailed information on how the products had obtained their EU origin status. While products do indeed need to meet the rules of origin in order to benefit from what is referred to as preferential treatment (i.e. lower or zero duty), this call from the authorities for additional information was not, in our estimation, in line with the spirit of the EPA.

The EBC immediately contacted both the

Only a couple days later, Japan Customs published an announcement stating that the submission of additional information on origin is only voluntary and that the importer is still able to request preferential treatment under the EPA.

It is important to note, however, that, according to the announcement, this is only applicable in those cases where the importer has made use of the statement on origin, which verifies origin criteria for exports, issued by the exporter.

The EBC, therefore, recommends that, when possible, companies make use of the statement on origin as, with this, importers will not be required to provide additional information for verification.

It should be stated that Japan Customs can still request verification. However, in this event, if a statement on origin has been used, the request will be forwarded to the exporting country's authorities. Furthermore, it is not possible for the import authority to unilaterally deny preferential

treatment.

If you want more information on the verification process, please contact the EBC secretariat.

We are hoping that, with this announcement and the change

in how the authorities are handling these cases, this issue has now been resolved.

The EBC is continuing to monitor the situation and would welcome information from any company that is having difficulties taking advantage of the EPA.

We call on all companies to let the EBC know of issues similar to this matter regarding the rules of origin and origin certification. Only the cases that the EBC are made aware of can be tackled. This cannot be emphasised enough.

It is also important that companies provide a comprehensive overview of the problem and, preferably, suggestions on how to solve the issue. It is in everybody's interest that the EU-Japan EPA is as successful as possible and is utilised to the fullest extent. This makes it easier to, for instance, maintain or increase quota volumes, or to suggest further liberalisations.

If there are any further hiccups, it is good to be aware that many of the chapters of the EPA have provisions on joint committees between the EU and Japan where issues can be raised, discussed, and, if need be, solved.

If you encounter any EPA-related problems at all, let the EBC know immediately. ●

## Only the cases that the EBC are made aware of can be tackled. This cannot be emphasised enough

European Commission and the Japanese authorities to get more information. We also gave them our opinion on the issue. Thanks to the EBC's action, the European Commission and representatives from the Japanese government met right away to discuss the issue.

Japan Customs' announcement, in English, regarding the submission of additional information on origin can be found at <http://www.customs.go.jp/roo/english/text/eu-3-16e.htm>

Bjorn Kongstad is policy director at the European Business Council in Japan.





# Driven by technology

Connected cars,  
advanced automobiles

TEXT BY TOBY WATERS

The rise of the Internet of Things means that today we're connected to objects in ways that only a few years ago would have been unthinkable. This includes our cars. Given the hours many of us spend driving every day, it's only natural that we demand our cars be as responsive and connected as our kitchens or living rooms have become. But just what developments do automotive companies have in store, and how will they help us?



Photo courtesy of Porsche Japan



One of the major benefits of technology's integration with cars is increased convenience, which means that you can be in the driver's seat before you even get up from the sofa.

"Our customers can plan their next journey using their smartphone wherever they happen to be," says Peter Kronschnabl, president and CEO of **BMW Group Japan**. "Not only that, but they can get updates — on remaining fuel and current mileage, for example — on their smartphones. Also, with our latest in-car voice interface, the driver can speak to the car and ask it to lower the temperature, look for a restaurant nearby, give an update on its condition and more. You can change the command words to your liking, giving the customer huge scope for personalisation."

Such features make handling the little things much easier, meaning drivers can keep their eyes on the road.

"Our customers take pleasure in driving, and we offer well-integrated connected services so our customers can focus more on the drive," says Riho Ishioka, senior manager of **Porsche Japan**. "The Porsche Connect app is available on both









# Living on the edge

Edge computing is making devices smarter and more efficient



Next time you query the internet for the weather or key in a URL, consider the time it takes to display the result. If the data is coming from halfway across the planet, there may be a few seconds' delay due to the limits of the speed of light and depending on your connection. That's not too long, but what if you're dealing with huge volumes of data that need processing? Edge computing is being touted as a way to make data transfer faster and more secure.

**Research firm** IDC defines edge computing as a "mesh network of micro data centres that process or store critical data locally and push all received data to a central data centre or cloud storage repository, in a footprint of less than 100 square feet". In other words, in an effort to decentralise computing, it's simply putting the processing that currently goes on in remote cloud-based data centres closer to the source of the data.

Part of the Internet of Things (IoT), edge computing is being adopted in transport, healthcare, manufacturing, finance and telecommunications. A good example is your iPhone. When it encrypts and then scans your thumbprint to authenticate you as a user, it doesn't need to ping the Apple cloud and wait for a response. The biometric data and the security software are in the phone itself. That means you can instantly unlock your iPhone and you needn't worry about Apple getting hacked.

But edge computing has many more transformative applications, especially for technology that requires large bandwidth, zero latency or artificial intelligence. Self-driving cars, for instance, process large volumes of sensor data and use onboard artificial intelligence to navigate their envi-

ronments independently; asking the cloud for instructions would be slow, unreliable and dangerous. In hospitals, sensors attached to wheelchairs can alert nurses' stations when they are not being used, boosting efficiency and reducing waiting times.

In a step towards building a smart city, California's Palo

**"As we move to a world with a trillion connected devices, the magnitude of data is growing significantly"**

Alto equipped over 100 traffic intersections with sensors, giving researchers unprecedented accuracy in traffic analysis and allowing Waymo's self-driving cars to plan the least congested routes. In Japan, NEC has proposed edge computing solutions to allow refrigerators to automatically report temperature data as part of food safety protocols.

Of course, Alphabet, Google's parent company, and Apple

aren't the only big brands involved in edge computing. Earlier this year, 18 companies and organisations formed the Edge Computing Consortium Europe (ECCE), which is aimed at driving adoption of edge computing in industries and other markets. One of the ECCE's founding members is Arm, a UK-based semiconductor and software firm owned by Japan's SoftBank. Every quarter, Arm ships more than five billion chips, including cores, that power IoT devices. The ECCE estimates the global market for edge computing will be worth up to €18 billion by 2023.

"As we move to a world with a trillion connected devices, the magnitude of data is growing significantly," Mohamed Awad, vice president of marketing at Arm, said in a press release. "From the edge to the core datacentre, ecosystem collaboration in relevant industry initiatives, such as the ECCE, are fundamental to supporting the performance, security and scalability required."

While industrial groups like the ECCE formulate standards, edge computing will help make our devices even smarter. Whether you really want to have an AI-powered fridge, however, is another kettle of fish. ●



# The Agenda

MAY  
9GERMAN CHAMBER OF INDUSTRY  
AND COMMERCE**German Asparagus  
Dinner 2019****TIME:** 18:00 to 21:30**VENUE:** Palace Hotel Tokyo, Aoi 2F**FEE:** ¥20,000 (for members), ¥25,000  
(for non-members)**CONTACT:** events@dihkj.or.jpMAY  
20SWISS CHAMBER OF COMMERCE AND  
INDUSTRY IN JAPAN**May Luncheon with  
Martin Nydegger,  
Switzerland Tourism****TIME:** 12:00 to 14:00**VENUE:** ANA InterContinental Tokyo**FEE:** ¥6,500 (for members), ¥8,000  
(for non-members)**CONTACT:** info@sccij.jpMAY  
14ITALIAN CHAMBER OF COMMERCE  
IN JAPAN**Aperitivo della Camera****TIME:** 19:00 to 21:00**VENUE:** Pepe Rosso**FEE:** ¥2,000 (for members), ¥3,000 (for  
non-members)**CONTACT:** projects@iccj.or.jpMAY  
23BELGIAN-LUXEMBOURG, FRENCH  
AND SWISS CHAMBERS OF  
COMMERCE IN JAPAN**Annual Joint Golf  
Tournament****TIME:** 8:00 to 17:00**VENUE:** Tomisato GC, Chiba**FEE:** ¥21,500 (for those coming by car),  
¥26,000 (for those taking the bus)**CONTACT:** info@blccj.or.jpMAY  
16IRELAND JAPAN CHAMBER OF  
COMMERCE**Annual General  
Meeting  
(IJCC Members only)****TIME:** 19:00 to 21:00**VENUE:** Irish Ambassador's Residence**CONTACT:** secretariat@ijcc.jpMAY  
23SWEDISH CHAMBER OF COMMERCE  
AND INDUSTRY IN JAPAN**WIN Workshop:  
Redefining "Good  
Leadership"****TIME:** 19:00 to 21:00**VENUE:** Embassy of Sweden**FEE:** Free (for members), ¥2,000 (for  
non-members); women only**CONTACT:** www.sccj.org/events/68MAY  
17SWEDISH CHAMBER OF COMMERCE  
AND INDUSTRY IN JAPAN**SCCJ Academy -  
Swedish Business  
School 2019 Spring****TIME:** 9:00 to 18:00**VENUE:** Embassy of Sweden**FEE:** ¥30,000 (for members), ¥40,000  
(for non-members)**CONTACT:** www.sccj.org/events/65MAY  
29BELGIAN-LUXEMBOURG CHAMBER OF  
COMMERCE IN JAPAN**Belgian Beer and Food  
Academy in Tokyo VII****TIME:** 18:30 to 21:30**VENUE:** Hilton Tokyo,

Kiku banquet room

**FEE:** ¥14,500 (for members), ¥17,000 (for  
non-members)**CONTACT:** info@blccj.or.jpMAY  
20BELGIAN-LUXEMBOURG CHAMBER OF  
COMMERCE IN JAPAN**Monthly Beer  
Gathering****TIME:** 19:00 to 22:00**VENUE:** Belgian beer cafe in Tokyo**FEE:** Pay as you go**CONTACT:** info@blccj.or.jpMAY  
31BRITISH CHAMBER OF COMMERCE  
IN JAPAN**BCCJ Cup 2019 -  
Annual Golf Day****TIME:** 9:15 to 15:00**VENUE:** Gold Tochigi President's  
Country Club**FEE:** ¥16,500**CONTACT:** https://www.bccjapan.com/  
events/



BEST OF TOKYO GUIDE

# EVERYTHING UNDER THE SUN

Tokyo hotspots to satisfy anyone

TEXT BY TOBY WATERS

With spring in full swing, the sun is shining brighter on the myriad activities and opportunities that Tokyo has to offer to all who live here, from those fresh from Narita to seasoned Tokyoites. To get the best out of your summer and your city, we've compiled this list of the top places to go on a shopping spree, get a healthy workout, find the perfect place for an excellent education, indulge in a special meal for two, have a night out with friends and which hotel to stay at for a night to remember. Whatever you feel like doing, visiting one of these terrific Tokyo spots is sure to put a spring in your step.

## THE START OF A NEW SEASON

For many, spring is the ideal time to arrive in Tokyo or move into a new home. For nearly 20 years,

**Arkios** has been helping expatriates in the city find and settle into their new homes, giving reliable service and assistance at every stage of the process. It manages hundreds of properties, including apartments, detached houses and townhouses, all of which are easily searchable on its state-of-the-art database. Arkios' bilingual agents are happy to assist you in any way you need. For more information, visit [www.arkios.co.jp/](http://www.arkios.co.jp/).

Many who move into a new home will wish to appoint it with new furniture. **Roche Bobois** is a world leader in furniture design and distribution. Working closely with renowned designers, such as Marcel Wanders and Kenzo Takada, and with haute couture fashion houses, including Missoni Home, Jean Paul Gaultier and Christian Lacroix Maison, Roche Bobois offers a broad range of exclusive

made-to-order designs, manufactured in small European workshops. Visit their showrooms in Tokyo and feel the French 'Art de Vivre' through their two collections: Contemporains (modern and creative) and Nouveaux Classiques (traditional know-how, natural materials). For details, visit [www.roche-bobois.com](http://www.roche-bobois.com).

## DON'T SWEAT IT

It's not just the heat that can seem overwhelming — first-timers in Tokyo sometimes need a helping hand. After working in the luxury concierge industry and starting a business as a health coach, **Thrive Tokyo** founder Kathryn Gronauer soon discovered that her clients' biggest struggles were a result of isolation, culture shock and the difficulty of accomplishing daily errands. Kathryn combined her knowledge in customer service with her skills in health coaching to produce orientation programmes for international executives and their spouses to help them gain the confidence to live and thrive in Japan.

## BRIGHT YOUNG THINGS

Nurseries and pre-schools plant the seeds of learning that will benefit children for their entire lives. For more than 40 years, **Gymboree Play & Music** ([www.gymboglobal.jp](http://www.gymboglobal.jp)) has been fostering creativity and confidence in children from infancy to age five. A global leader in early childhood development programmes, the school offers activities that have been designed by education and play experts to help children develop the

there's so much choice that  
you can easily miss much of  
what the city has to offer

cognitive, physical and social skills necessary for success in our global society. Families enrolled in any of Gymboree's programmes can enjoy daily Playgyms.

At **St. Alban's Nursery** ([www.saintalbans.jp](http://www.saintalbans.jp)), small is beautiful. One of Tokyo's longest-running English-speaking nurseries (since 1972), it has a limit of 25 pupils and focuses on personalised care. Each child is encouraged to develop his or her own unique personality and skills in an atmosphere of free choice and caring guidance, under the Montessori method. Situated on church grounds, with a leafy outdoor playground, it welcomes children of all nationalities and creeds.

#### RADIANT BEAUTY

The bright blue sky brings out the city's beauty, and spring is also a fine opportunity to get a make-over. NUA International Wax & Beauty Salon ([www.nuajapan.com](http://www.nuajapan.com)) has some fresh and exciting treatments. The new Dermalogica Pro Power Peel reveals your skin's radiance through a three-peel course over only six weeks. SHR hair removal treatments offer swift, smooth and permanent removal of body hair in a procedure suitable for all skin types. Mention Eurobiz to receive a 20% discount until 31 July. Call 03-6804-5285 or email [info@nuajapan.com](mailto:info@nuajapan.com) to book today.

At **Azabujuban Cler Dental Clinic**, making clients feel beautiful is the top priority, and it begins with a dazzling smile. The head clinician, Dr Aki Fujita, has experience in general dentistry and specialised whitening. Bilingual staff help

clients from around the world with teeth cleaning, stain removal and whitening. They can arrange for premium, customised treatments to resolve dental problems and whiten your teeth in as little as one session.

#### SUPERB SEASONAL DINING

The warmer nights unveil a host of dining possibilities. The restaurant **Chez Olivier** — which in French means the "House of Olivier" — was opened in 2009 by head chef and owner Olivier Oddos so that guests can enjoy classic French cuisine in a relaxed atmosphere. Olivier uses fresh, seasonal ingredients to offer dishes that are simultaneously simple and beautiful. A Michelin-starred restaurant since 2014, Olivier puts his greatest efforts into every single dish, from the *amuse-bouche* to the dessert, for all his diners.

#### A CLUB IN FULL BLOOM

The **Tokyo American Club** ([tokyoamericanclub.org](http://tokyoamericanclub.org)) is a second home for around 3,800 members and their families — catering to people from over 50 nations. Described by the McMahon Group as "quite possibly the finest

private club facility in the world", the eight-story facility in Azabudai provides a diverse range of outstanding recreational, dining, fitness and cultural amenities and programmes. The club offers membership options for different personal circumstances, and it will serve as Team USA's hub for the 2020 Tokyo Olympics.

No matter what your spring plans are, you'll find plenty of places to fulfil them in the capital of the land of the rising sun.



French Art de Vivre

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Photo Michel Gibart, Photograph used for reference only. Special thanks: Alain Cordier for Horus Gallery.com



Mah Jong sofa. Designed by Hans Hopfer, **MISSONI** HOME fabric.

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# A brighter tomorrow for women

## The 5th World Assembly for Women summit

Although the weekend of March 23 and 24 was cloudy, the 5th annual World Assembly for Women (WAW!) summit opened to huge crowds eager to create “a society where women shine”, the stated goal of the conference.

**P**art of WAW!’s great appeal to the public is its strong track record of inviting high-profile women from around the world as keynote speakers. This year, the internationally renowned Nobel Peace Prize laureate Malala Yousafzai, the UN Human Rights Commissioner Michelle Bachelet and the Vice President of Argentina Gabriela Michetti took the stage.

Since being attacked by the Taliban in her native Pakistan in 2012 for promoting education for girls and women, Yousafzai has become a global inspiration for her unwavering dedication to seeing the improvement of education rights across the world.

This formed the main theme of her speech at WAW!, where she stressed the capacity for education to better both the life of the individual student and society as a whole.

“If we hope to create a world where all women can shine — where more women are driving innovation, holding seats in government or running companies — our leaders must invest in girls’ education,” she said in her address. “This week, I’m asking G20 leaders to commit new funding to give girls

12 years of education and the skills they need for the future workforce.”

Yousafzai also explained how rapid developments and advances in technology mean that access to education is more important than ever before, and how young women can be particularly vulnerable to these changes.

“As technology changes the way we live, learn and earn, almost one billion girls lack the skills they need for the modern workforce,” she said. “Many students entering classrooms today will work in jobs that don’t even exist yet. That means we must invest in girls today to ensure that women can succeed in the jobs of tomorrow.”

Following Yousafzai, Bachelet used her speech to highlight the major economic benefits of eliminating the gender gap — a particularly relevant subject in Japan. According to the World Economic Forum’s *Global Gender Gap Report 2018*, Japan ranks 110 out of 149 countries surveyed.

“Research suggests that if women could fully participate in the global economy, they would contribute up to \$28 trillion to annual global GDP within ten years, a 26% increase compared with a business-as-usual scenario,” Bachelet said. “Empowering women unlocks economic potential at every level in society — from the state,

through private companies and state-run enterprises, to individual women, their families and their communities.”

Michetti — who uses a wheelchair following a 1994 car accident — spoke about the need for diversity and inclusivity to reduce inequality.

“Let us strive to give everyone their place,” she said, “to value everyone for who they are, to embrace differences that allow us to shift our sights and be flexible. We will be broken as a society if we dare not include, value, admire and learn from each other.”

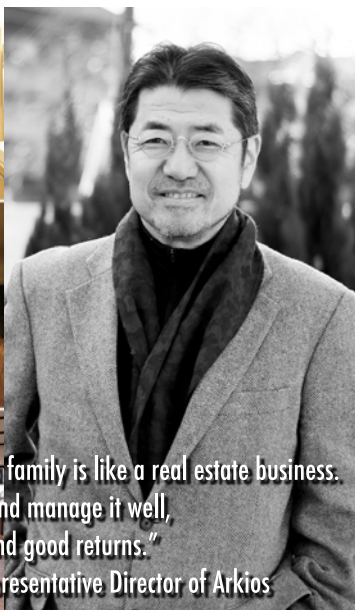
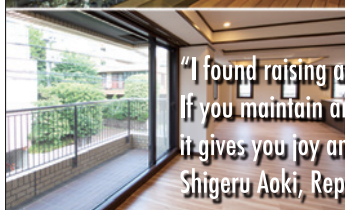
Prime Minister Shinzo Abe, whose administration has made womenomics a central plank of its domestic policy, affirmed in his opening remarks to the summit that the value of education for young women is clear to the Japanese government. He promised to make young women’s education a high priority at the upcoming G20 meeting in Osaka — a vow deeply appreciated by Yousafzai.

“As the hosts of this year’s G20, Prime Minister Abe and Japan have the opportunity to lead on girls’ education,” she said in response. “I can’t think of a better legacy for this year’s summit or a better gift for Japan to give the world.” ●

**“If we hope to create a world where all women can shine ... our leaders must invest in girls’ education”**







"I found raising a family is like a real estate business. If you maintain and manage it well, it gives you joy and good returns."  
Shigeru Aoki, Representative Director of Arkios

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## Transition & Wellness

Thrive Tokyo founder Katheryn Gronauer is a transition and wellness consultant for international executives and their spouses who are struggling to find their feet in Japan. She offers private orientation programs on practical, day-to-day living skills on a wide range of topics, including transportation, buying groceries and more. Find out how to build your confidence and thrive during your time in Tokyo.



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# Making golf healthier

## The 5th Golf Innovation Symposium

On 12 and 13 March, the United States Golf Association (USGA) and the Japan Golf Association (JGA) held the 5th Golf Innovation Symposium, aimed at improving the golf experience for all involved in the sport. USGA CEO Mike Davis kicked off the symposium by stating, "We need to make sure we are doing things to make the game healthy". This purpose, he explained, had to be approached from the viewpoints of the player, the golf club and society at large.

**"T**he game must be environmentally and financially sustainable," he said. "And we can't focus on just adding golfers to the game. We must make sure golfers stay in the game".

This is a worldwide challenge. Davis pointed out that since 2011, 14.6 million golfers had taken up the game but 17 million had quit the sport. While acknowledging that cost and accessibility were factors for those deciding whether to take up, or to keep playing, golf, he stated, "If you make it enjoyable, they will find the time and money to play".

The other side of the golf coin is the costs to the clubs. Maintaining a golf course is never cheap and one of the purposes of the symposium was to present innovations — such as robot lawn mowers — and new thinking to help clubs cut costs and become more efficient.

One of the more fascinating methods was course heat-mapping, achieved by attaching GPS monitors to golfers. This enables

researchers to see where golfers go and, importantly, where they don't go. The cost of maintaining and repairing turf is a major factor for golf clubs, so reducing the areas covered by grass — the places where golfers do go — saves time and money.

After identifying these areas, golf club operators can reduce the amount of turfed area, which lowers the costs of investment and maintenance. The turf can be replaced by an organic substitute that is environmentally friendly and requires little maintenance, but without affecting the golf experience for players.



RAND JERRIS

The heat map also helps in course redesign to improve the flow of players. The symposium was told that the most annoying factor for players on a golf course was being held up by other golfers. The heat map and other information shows where the holdups occur, and with this information the golf club can change the course layout to maintain an even pace.

But, the USGA's Rand Jerris notes, golf clubs also have to improve value for golfers.

"Things have to change," he said. "We need to address players' satisfaction with the golf experience."

As a result, the USGA has set itself a target of improving satisfaction by 20%, as well as reducing resource consumption by 25% by 2025.

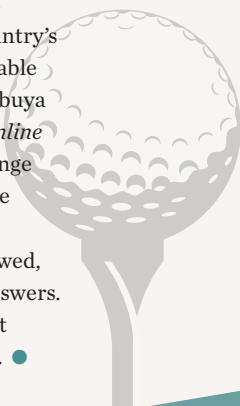
## "The game must be environmentally and financially sustainable"

While course maintenance is a practical consideration, finding — and keeping — new golfers requires a more emotional appeal. Jay Karen, CEO of the National Golf Course Owners Association, believes clubs have to address a wide range of issues facing golf in Japan and around the world. These include price perception, appealing to different age groups, gender discrimination, dress codes and the off-course experience.

"The demographics are changing, so golf must change," he stated.

With golf worth around \$35 billion in Japan, an efficient organisation that cares about the satisfaction of golfers should be leading the country's most important and valuable sport forward. But, as Nobuya Ishizaka of *Golf Digest Online* pointed out, "It's a challenge because it's a conservative industry".

As the symposium showed, the USGA is providing answers. It's time for Japan to start addressing the questions. ●





# BRIGHT SMILE, BRIGHT FUTURE!



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# Vitiviniculture

## How one hemisphere follows the other



It's springtime here in the Northern Hemisphere, as autumn descends upon the south. While vineyard managers are just beginning to see their vines awaken in Europe and the US, it's time for winemakers to work their magic on harvested grapes in Australia, Chile and other southern regions.

**T**his January saw the first of the Southern Hemisphere's 2019 harvest. White grapes come first — acidity declines in the last weeks of summer

and flabby whites are truly unfashionable these days. Red grapes need to stay on the vine a little longer to develop adequate sugar levels. During the months of harvest in the south, the vines in the north remain dormant in their winter hibernation.

After January and February's harvest, the winemakers of New Zealand, South Africa, Argentina and other countries spring into action. Whites are crushed and pressed immediately before fermentation while reds skip the press until after fermentation to prolong contact with grape skins and leach out all that beautiful colour into the wine. It's the time of year when you can smell a winery's fermentation tanks a mile away.

In the Northern Hemisphere, warmer weather and rainwater cause the vine's rootstock to release nutrients, which are sent through its limbs, stirring dormant buds into the first green signs of growth. This is called bud break, which happens between

March and April in the north, just as southern winemakers begin transferring their wine to barrels.

When deciding on how to age a wine, there

are multiple factors for winemakers to consider. Stainless steel or oak barrels?

If oak, how would new barrels impact the wine compared with used ones? What about small barriques or large butts?

American versus French

oak? It may sound complicated, but the factors are simple: the newer the barrel, the more oak flavour it will impart to the wine. The smaller the barrel, the stronger the flavour, due to increased surface area contact with the wine. Whereas American oak is known to give a wine flavours of coconut and dill, French oak delivers more

### During the months of harvest in the south, the vines in the north remain dormant in their winter hibernation

subtle flavours of baking spice and vanilla.

In short, a winemaker in the Barossa Valley, Australia, wanting to create a bold Shiraz may use small, new American oak barrels to finish their wine. Meanwhile a winemaker in

Central Otago, New Zealand, wanting to create a rather Burgundian Pinot Noir would probably employ larger, used French barrels to complement their delicate wine. The longer the wine ages, the more its astringent compounds subside, creating a silkier, more complex drink.

And so, as the great wines of the south settle into their long slumber, and as their vines go into hibernation, the vines of the north are bursting alive. Their buds break open into green shoots that flower and pollinate themselves, resulting finally in clusters of tiny berries that will ripen all summer until, just as in the south six or more months before, it's harvest time. Again. ●







**Dr. Greg Story**, President  
Dale Carnegie Training Japan



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Carnegie**



DOWN TIME

TEXT BY ANDREW HOWITT



## Mariko Shimizu

**Company:** Danone Japan Co., Ltd.

**Title:** Marketing Director

**Originally from:** Tokyo, Japan

**Time spent overseas:** Almost 20 years

### Hungry? Where do you like to go for a bite?

Tamai in Nihonbashi. It specialises in saltwater eel, one of Japan's tastiest traditional foods.

### What do you do to stay in shape?

Bodypump at the gym, and I commute by bicycling.

### Name a favourite movie:

*The Shawshank Redemption.*

### Favourite musician:

It's a tie between Jon Bon Jovi and Michael Jackson.

### Favourite album:

Michael Jackson's *Thriller*.

### Favourite TV show:

I have two: *Golden Girls* and *Criminal Minds*.

**Favourite book:** *The Broken Commandment* by Toson Shimazaki.

### What's something a lot of people don't know about you?

I can be very patriotic (when it comes to shopping). If I buy something expensive, I always go for Japanese brands — or Italian brands, because my husband is Italian.



### Cats or dogs?

Dogs.

### Summer or winter?

I love them both.

### What's your ideal weekend?

Waking up on a sunny morning with my daughter, not having set the alarm. Then sit down for brunch with the family and sip some Prosecco and talk until sunset.

### Where do you go for a drink after a busy week?

Blue Note Tokyo.

**"I can be very patriotic ... If I buy something expensive, I always go for Japanese brands"**



## Marco Zoli

**Company:** Marposs K.K.

**Title:** President

**Originally from:** Forlì, Italy

**Time in Japan:** 11 years

### Hungry? Where do you like to go for a bite?

Elio Locanda Italiana in Hanzomon, di giorgio in Azabujuban or Mamma Luisa's Table in Shibuya.

### What do you do to stay in shape?

Until quite recently I played tennis, but these days I swim and cycle.

### Name a favourite movie:

Quentin Tarantino's *Pulp Fiction*.

**Favourite musician:** Led Zeppelin, Talk Talk, Pink Floyd, Elio e le Storie Tese ... There are too many. It's difficult to name just one.

**Favourite album:** *The Seeds of Love* by Tears for Fears.

**Favourite TV show:** In Japan, I watch *Nodo Jiman* and *Shoten*.

**Favourite book:** So far, *Siddhartha* by Hermann Hesse, but I hope that I have yet to read my favourite.

### What's something a lot of people don't know about you?

That I have a black belt in karate.

### Cats or dogs?

Dogs.

### Summer or winter?

Summer in Italy, winter in Japan.

### What's your ideal weekend?

Exercise, have an espresso and, later, enjoy a nice *aperitivo* under the sun with my wife.

### Where do you go for a drink after a busy week?

I don't usually just go out for a drink. Most often, I end my evening at the restaurant where I dine.



**"That I have a black belt in karate."**





WORK PLACE

TEXT BY TOBY WATERS

PHOTO BY MICHAEL HOLMES

**BRIAN MCGRATH,**  
HEAD BOXING COACH

**NATHAN SCHMID,**  
MANAGING DIRECTOR  
AND HEAD PERSONAL TRAINER

**SAM GILBERT,**  
CLINICAL DIRECTOR  
AND HEAD PHYSIOTHERAPIST

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