

EURO BIZ JAPAN

NOVEMBER 2019

➤ A second opinion

Attitudes towards vaccinations in Japan

➤ Everything in good shape

*Ambassador-designate of the Kingdom of Denmark to Japan
Peter Taksøe-Jensen*

➤ The reluctant fintech hub

Japan slowly becomes an attractive market for financial services disruptors

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VICE PRESIDENT AND HEAD OF
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To promote an impediment-free environment for European business in Japan.

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Built to last

By Toby Waters





First Focus

In Japanese mythology, the deity Kishimojin had 1,000 offspring and is known as a protector of children, so Kishimojin-do, the shrine near Ikebukuro that was built in her honour, attracts many wishing to be parents.

It is also a popular destination during the Shichi-go-san (literally, seven-five-three) festival, held on 15 November to celebrate the health and growth of girls aged three and seven, and boys who are five years old. The *torii* gates of Takeyoshi Inari Shrine, part of the Kishimojin-do complex, make for stunning photos.

More exciting to most children than commemorating this rite of passage is visiting Kami-kawaguchi-ya, Japan's oldest candy shop — founded in 1781 — which is also on the grounds.

Photo by Eea Ikeda
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Justin McCurry is the Japan and Korea correspondent for *The Guardian* and *The Observer* newspapers. He graduated from the London School of Economics and later gained a Master's degree in Japanese studies from London University.

➡ *"After the controversy over the human papillomavirus vaccine, I regarded Japan as a vaccination 'backwater'. Outbreaks of measles and the lack of free combined mumps, measles and rubella vaccines, prove there is still some way to go, but Japan is beginning to respond to pressure to close the vaccination gap."*



Tokyo journalist **Tim Hornyak** has covered technology in Japan for IDG News, CNET, Scientific American and other media. He is the author of *Loving the Machine: The Art and Science of Japanese Robots*.

➡ *"Recently I pulled out my credit card to settle a bill at a family restaurant chain that has over 1,000 branches in Japan and 300 overseas — but I was told, 'Cash only'. Japan may seem like it's in the Dark Ages when it comes to fintech, but there are signs that this is changing."*



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.

➡ *"Having to take a certain medicine three times a day can be an inconvenience. Who wouldn't prefer just a single daily dose? Drug companies understand this and are working to improve their products in ways that can make life easier for patients. However, Japan's current pricing system doesn't seem to recognise the value of this kind of innovation."*



Allison Bettin received her degree in journalism at the University of Hong Kong before relocating to Tokyo. She has written for *Eurobiz Japan* for more than three years on topics such as environmental technology, international economics, and wine.

➡ *"I've come to love Portuguese wines for their incredible complexity — and for being terrific value for money. In Japan, Portuguese wines are still under the radar, but people are starting to be attracted to the dense and structured flavours of these lesser-known wines."*

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Publisher

Vickie Paradise Green
paradise@paradigm.co.jp

Editor-in-chief

Andrew Howitt
andrew@paradigm.co.jp

Editor

Toby Waters

Creative Director

Paddy O'Connor

Art Director

Mizuho Hayashi

Illustrator

Dirk Geerlings

Account Executives

Tamás Dóczy
Eduardo Antonio Pabón
advertising@paradigm.co.jp

Production and distribution

Daisuke Inoue
eurobiz@paradigm.co.jp

Published by Paradigm

6F Izumi Osaki Building,
3-6-28 Osaki,
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141-0032
Tel: 03-5719-4660
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Treasurer Erik Ullner

Executive Director Francesco Formiconi

Policy Director Bjorn Kongstad

Communications & PR Yoko Hijikuro

ebc@ebc-jp.com

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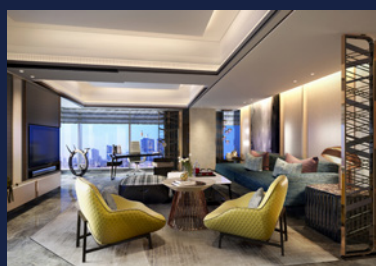
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Closing the gap

Medical doctor and journalist Dr Riko Muranaka is convinced that the human papillomavirus (HPV) vaccine can protect women from cervical cancer and save thousands of lives around the world every year. However, after the publication in Japan of an experiment — based on fabricated results — showing a connection between the HPV vaccine and brain damage, public opinion has, unfortunately, turned against the injection. The government no longer actively recommends it, and only 1% of girls in Japan get the jab. Through articles and lectures, Muranaka is working to close the chasm between people's perceptions of the vaccine and the overwhelming evidence that it is safe.

Although the health ministry has taken a step backwards with regard to the HPV

vaccine, for the past decade it has been working to close Japan's "vaccination gap" with many Western countries by offering more vaccines. Read Justin McCurry's "A second opinion" (page 14) to find out about Japan's progress and stance today on vaccinations.

Japan is also beginning to — slowly — close the divide with other nations on its uptake of fintech solutions. In "The reluctant fintech hub" (page 17), Timothy Hornyak looks at the changes beginning to take place.

I had the privilege to sit down last month with Ambassador-

designate of Denmark to Japan Peter Taskøe-Jensen. In "Everything in good shape" (page 20), he speaks about how Denmark has gone from 98% reliance on foreign energy in 1974 to just 2% today. As Japan is almost exclusively dependent on foreign sources for its energy, Taskøe-Jensen believes Denmark can be an example to Japan and help it to close the gap between them.

No matter how far off your goal or how daunting the challenges, decide today to take the first step in doing what needs to be done. ●

Editor-in-Chief
andrew@paradigm.co.jp



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BUILT TO LAST

Pembroke Real Estate Japan develops innovative properties and community ties

While Japan's manufactured goods are known worldwide for their quality and durability, the country's real estate doesn't share a reputation for longevity. Buildings, and especially houses, are often designed to depreciate rapidly and are then rebuilt from the ground up every couple of decades. However, Pembroke believes that Japanese tenants and investors deserve properties that can stand the test of time.



Established in 1997, Pembroke is an international real estate advisor that has developed over 430,000m² of floor space globally and currently manages 802,000m² across the world. The firm's approach to the acquisition, development and management of properties is to consider the long-term prospects of its buildings, both as investments and as a part of the community.

"Unlike funds that have an exit date, we look at the long term," explains Gordon Hatton, vice president and head of the Pembroke Japan office, which opened in 2002. "We look at what sort of asset we're creating, what value we're adding and what we're contributing to improving the environment of the neighbourhood we're entering — we build something that we will be proud to have in our portfolio for a long time."

The firm's Hikawa Gardens Akasaka is a good example of this type of thinking. It was the first property that Pembroke acquired in Japan and developed, an investment dating back to 2002. A 17-unit luxury residence, it primarily targeted expatriates living in Tokyo, since choices for high-end housing

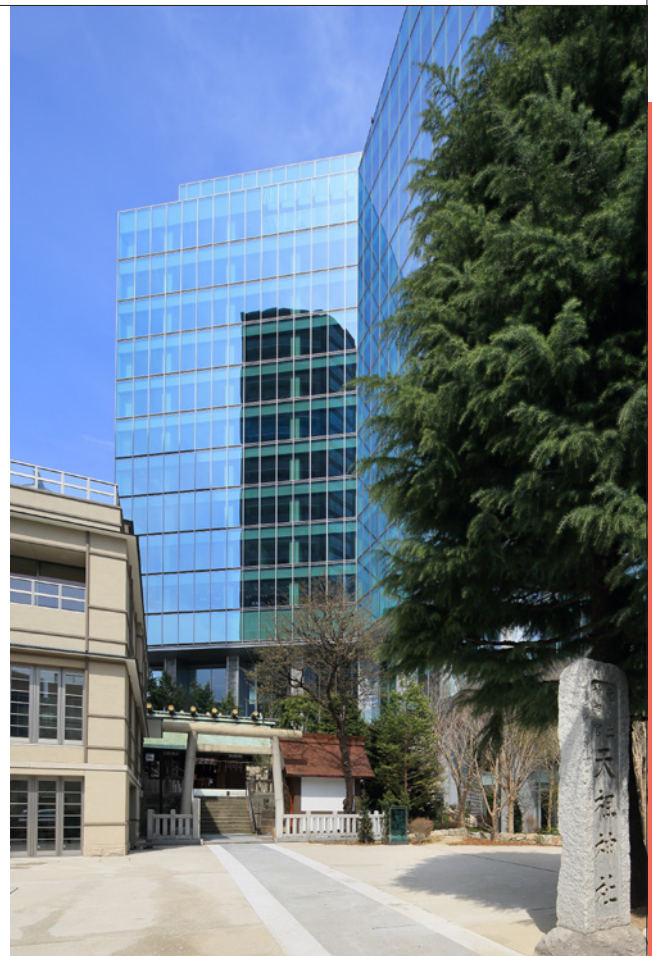


for foreigners were more limited at the time.

After managing the building for 15 years, Pembroke decided it was time to upgrade the property. However, it did something bold and seized on an emerging trend in Japan: the growing

popularity of condominiums.

"After thorough analysis, we came to the conclusion that we would experiment with something we had never done before and sell condominiums," he said. "We decided that we would take the chance to learn a new



Tri-Seven Roppongi

type of business while maximising the benefits of the market at that time.”

With renovations completed in October of last year, and all units sold by September, the condominiums are especially notable for their mix of Western and Japanese elements. For example, each unit has two Japanese-style bathrooms, providing residents the pleasure of spacious Japanese baths along with the convenience of having more than one bathroom, which upscale Western residences enjoy. Also, large ovens, which are uncommon in Japanese homes, are standard in Hikawa Gardens Akasaka's condominiums.

The blending of cultures is also present in the cross-border nature of Pembroke's development process. The firm worked with teams in multiple

countries, including an interior design team from the UK, whose layouts were localised by a Japanese team. The final result surpassed expectations.

“It paid off,” Hatton says. “We outperformed what could typically be achieved in a renovated condominium project, by successfully repositioning the property with the premium quality that we want to deliver to the market.”

However, Pembroke's success does not only rest on its ability to identify market trends. Its dedication to a people-first,

we take a long-term perspective to build assets that investors will be proud to have in their portfolio

collaborative approach during development is also key to winning over investors, tenants and the local community.

Hatton tells the story of Pembroke's involvement with the revitalisation of the Tenso-jinja, a Shinto shrine in Roppongi that has a history dating back to the 14th century, and which was, for centuries, central to the community. During post-war reconstruction, buildings were erected all around it — hiding it to the point that even locals might not have known it was there. As part of the construction of Pembroke's Tri-Seven Roppongi, a Grade A office building that stands next to Tenso-jinja, the firm opened up and expanded the space around the shrine, and reintroduced greenery to its surroundings.

“We felt that it could be a focus of the neighbourhood



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"our focus the entire time was ... [on] creating value for the community"

again, and that we could create a win-win development," Hatton says. "It took time to negotiate a deal that would work for all concerned, but our focus the entire time was that we shouldn't be trying to negotiate an advantage just for us, but creating value for the greater community."

Pembroke's long-term vision, combined with its consideration for community and attention to detail, has meant the firm has been able to deliver positive returns to its investors. As its activities have grown in scope and built on these successes, it is now looking to

expand its business by offering real estate development services to new investors.

"Historically, we've had two sources of funding for our projects, and we've been working exclusively for those investors," Hatton says. "But we've realised that we've gained a lot of

expertise here that we can leverage. This is something that we can offer to other parties that may be considering development in Japan."

Pembroke offers its comprehensive expertise and experience to potential investors, both domestic and international. For those overseas looking to diversify their portfolios and do development work in Japan, the firm can provide advisory services and insight into the local market. Its close ties — but deliberate lack of formal commitments — with a number of Japanese contractors, designers and financial institutions allow Pembroke's clients to enjoy bespoke solutions and opportunities.

For domestic clients, the firm offers the chance to invest in unconventional

projects, such as the Hikawa Gardens Akasaka condominium conversion, which are typically not offered by real estate advisors here in Japan.

"We're always looking for niches," Hatton explains. "I think a lot of the domestic developers who have the capability to carry out work here are more focused on the mainstream and what the market tells them. We run counter to that, addressing the unique needs of a global investor while also applying local perspective and expertise, rather than following the assumptions of market norms."

As Pembroke expands the scope of its business, its long-term thinking and extensive expertise will help it to break new ground here — and bolster the reputation of Japan's real estate sector as something that can, and should, last for generations. ●



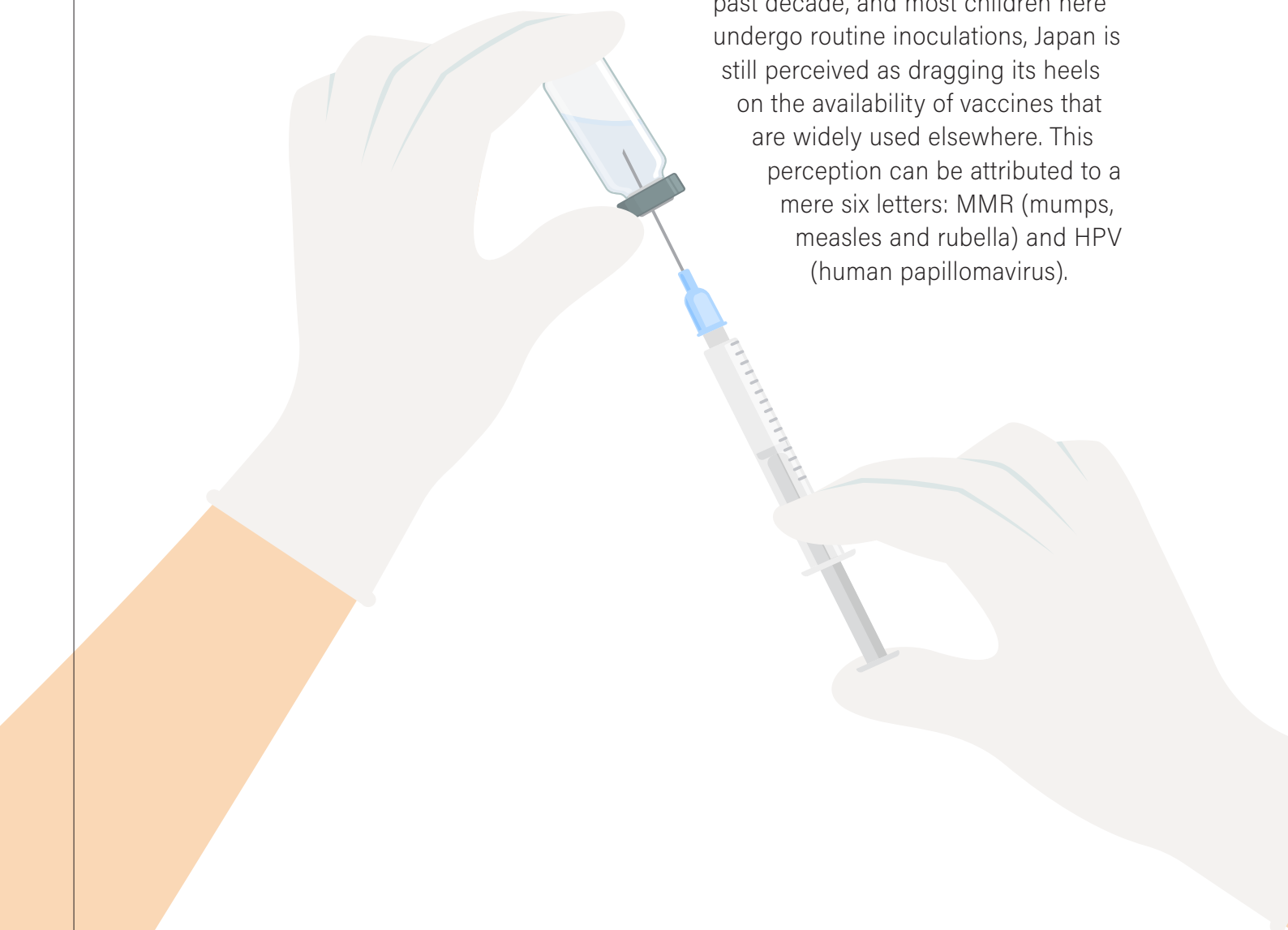
Hikawa Gardens Akasaka



A SECOND OPINION

Attitudes towards
vaccinations in Japan

Japan is struggling to shake off its image as a vaccination backwater. Even though it has made progress in closing the "vaccination gap" with the US and the EU over the past decade, and most children here undergo routine inoculations, Japan is still perceived as dragging its heels on the availability of vaccines that are widely used elsewhere. This perception can be attributed to a mere six letters: MMR (mumps, measles and rubella) and HPV (human papillomavirus).



"the anti-vax movement is not as active in Japan as it is in other countries"

Japan stopped using the combination MMR vaccine in 1993, becoming one of only a few developed nations to shun the jab. The Ministry of Health, Labour and Welfare (MHLW) made that decision after a number of children suffered adverse reactions to the combined vaccine. The government then lost a series of high-profile compensation cases brought by the families of children who had died or been left with serious disabilities.

Although a combined inoculation for measles and rubella is part of the national immunisation programme (NIP) today, parents must pay for their child to be protected against mumps.

"There was a surge in public attention towards the adverse effects of the MMR vaccine a few decades ago," says Dr Shuichiro Hayashi, director of the immunisation office at the MHLW. "And it's true that the MMR vaccines initially used in Japan are associated with adverse effects. That means that expectations for the safety of the MMR vaccine are so high that we are still unable to introduce it.

"The MMR episode made the government very cautious and reluctant to introduce new vaccines until 2009, when people became aware of the vaccine gap between Japan and

countries in Europe. Since then, our priority has been to resolve the gap and introduce new vaccines."

The government added the HPV vaccine to the NIP in 2013, with the cost of inoculations covered by the state, not individuals. But after some recipients complained of severe side effects, the government stopped conducting activities to promote the vaccine, such as sending letters recommending it to girls in their early teens, while officially keeping it on the NIP recommendation list.

More recently, the fate of the HPV vaccine is closely associated with Riko Muranaka, a physician and medical writer who was found guilty of defamation early this year after claiming that a neurologist had fabricated data showing a link between the vaccine and brain damage.

While the lawsuit did not address the veracity of the data, the ruling caused further damage to the vaccine's reputation: the HPV vaccine is still part of the NIP, but the vaccination rate has plummeted from 70% for girls born in the mid-1990s to around 1% today.

Representatives of European pharmaceutical companies in Japan said the widespread attention given to the MMR and HPV vaccines has fuelled unfair

claims that Japan lags behind comparable countries when it comes to official and public attitudes towards vaccinations.

Instead, take-up rates are more influenced by whether or not a particular vaccine is "routine" as part of the state-funded NIP, or "voluntary", meaning it must be paid for by individuals, according to Jun Honda, chair of the Biologics Committee of the European Federation of Pharmaceutical Industries and Associations (EFPIA) Japan.

"The take-up rate of paid-for inoculations is dramatically lower than for those that are part of the national programme," Honda says. "NIP vaccines for children have an average 95% take-up rate, but for mumps, which has to be paid for by individuals, it is estimated at 30% to 40%.

"Our perception is that the anti-vax movement is not as active in Japan as it is in other countries, more that it's the lack of information and communication with the potential recipients of those vaccines."

In addition to noting that the rotavirus and mumps vaccines

are the only World Health Organization-recommended vaccines that are not part of Japan's NIP, EFPIA stated in its contribution to the 2018 white paper published by the European Business Council in Japan that "access to vaccines in Japan started to improve rapidly from 2008 onwards, following the sequential introduction of several new vaccines.

"By October 2016, many vaccines had been designated an integral part of 'routine immunisation', and they are, therefore, included in the suite of vaccines strongly recommended, as well as funded, by the government."

While generally positive about the progress made by Japan's health authorities, the white paper identified one remaining area of the vaccine gap.

Japan's citizens, it said, would benefit from the introduction of more combination vaccines — those that target multiple conditions with a single jab —

thereby relieving the congested immunisation schedule for children. The white paper noted, for example, that (the MMR aside) combination vaccines for half a dozen diseases, including hepatitis B and polio, were still not available in Japan.

One solution would be the introduction of combination vaccines manufactured in Europe by companies with an established reputation in the Japanese market, such as the British firm GlaxoSmithKline and the French company Sanofi.

Honda, however, believes that imports of certain vaccines, particularly those that are also being developed in Japan, are some way off.

"I think the Japanese government is more willing to accept vaccines from outside Japan than before, which is a good thing but, of course, that's for vaccines that are not available from domestic manufacturers," he says.

There are signs that Japan will continue to close the vaccine



The average take-up rate for national immunisation programme vaccines for children is around

95%

gap. European companies report a greater willingness among Japanese firms and regulators to engage in dialogue, while the political momentum is moving in the right direction under a new study group on vaccine policies.

Honda notes that European firms are also attempting to promote the idea of life-course immunisation to cover at-risk people spanning the generations.

"There is a notion that vaccines are only for children, but that's not the case," he says.

"There are several vaccines for adults that should be promoted: for influenza, pneumococcal diseases and shingles, for example.

"As an industry we are saying that vaccines for adults and the elderly are as important as vaccines for children. Measles and rubella are spreading among males who were not vaccinated ... and flu and pneumococcal vaccines can be effective against pneumonia, one of the main causes of death among older people." ●



"the Japanese government is more willing to accept vaccines from outside Japan than before"



The reluctant fintech hub

Japan slowly becomes an attractive market for financial services disruptors



Until a month ago, my local coffee shop in Tokyo was cash-only. That's not surprising — four out of five purchases in Japan are still made with coins and banknotes — but it is part of a nationwide Japanese chain with branches overseas. While I'm pleased my café now has a credit card terminal, I still feel like I'm an extra on a 1980s film set when I go to my bank. Over a dozen ATMs are in the entrance, and nearby there are stacks of transaction forms to fill out and stamp with one's personal seal.

The anachronisms are reflected in Tokyo's less-than-stellar attractiveness as a financial hub. Two years ago, a global fintech survey by Deloitte ranked Tokyo 55 in terms of its pull as a fintech centre, far below London and Singapore, which

were tied at 11, and almost even with Dublin at 56, even though the Japanese capital's economic output dwarfs that of Ireland.

"Uncertain regulations and difficulties for innovation are reasons for Tokyo's relatively low ranking as a financial

centre," Deloitte Tohmatsu Consulting noted in a 2017 review, the same year the Tokyo Metropolitan Government launched its Global Financial City: Tokyo plan to improve the capital's stature.

Change is happening, but slowly. Banks in Japan are beginning to innovate with accounts that don't require personal seals and passbooks, apps that facilitate transactions with a few screen taps, and even QR-code-based payment

"Uncertain regulations and difficulties for innovation are reasons for Tokyo's relatively low ranking as a financial centre"

systems and blockchain-based electronic currencies. Tokyo's fintech startups, such as Toranotec, have rolled out apps that let users invest small change from credit card payments by rounding up the purchase amount. But there have been growing pains. Seven & I Holdings, the 7-Eleven Japan parent, was hit by a major hack after it rolled out a payment system called 7Pay; soon after, the service was shut down permanently.

Given the size and wealth of the Japanese economy, it's no surprise that foreign fintech businesses, including players from Europe, are vying for a piece of the action. Revolut is a London-based payments startup that was launched in 2015. Its app can be used for spare change investing as well as purchases and ATM withdrawals in 120 currencies, in addition to peer-to-peer currency transfers and crypto-currency transactions. The company, which recently expanded into Australia and the US, claims eight million users, 600,000 new sign-ups a month and over £40 billion in value.

With more than 16 million Japanese going abroad every year, and nearly two million expats here, Japan would be an ideal market. But while Revolut will reportedly hire 3,500 staff members and expand into 24 new markets amid a deepening relationship with Visa, the company still hasn't launched in the world's third-largest economy.

"It is still too early to say whether the Japanese public will truly switch to e-money"

It has an office in Tokyo, but the service is still in beta mode.

"One of the major challenges we face is the localisation of services into the Japanese language, while ensuring everything is in accordance with local regulations, which are unique compared to other jurisdictions," says Revolut Japan spokeswoman Mami Kato. "The Financial Services Agency in Japan currently has plans to revise the existing Payment Services Act and bring this into effect by 2021. This may open up new opportunities for fintech companies and increase



fair market competition, leading to greater consumer benefits and convenience.”

Another British fintech is already disrupting the status quo in Japan. Also founded in London, TransferWise is dedicated to eliminating pain points associated with sending money across borders. In 2016, TransferWise launched in Japan, its first market in Asia for remittances, and began serving businesses here in 2018.

As more foreign-born workers take up jobs in Japan, they're dealing with hefty fees and long processing times for



The Japanese government has a

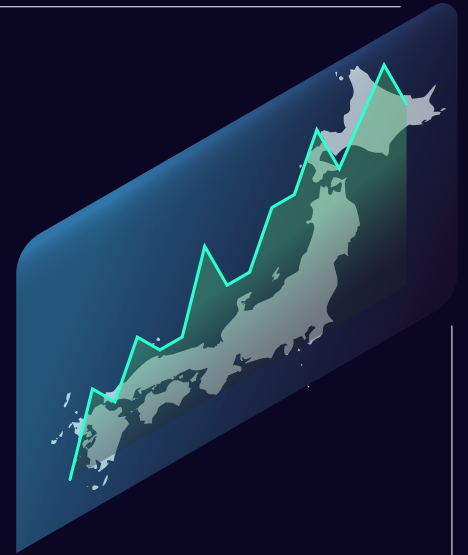
¥1
million

cap on money transfers by non-bank entities, which it plans to scrap

remittances done through banks. The company says its average fee globally is 0.74% per transfer and 80% of transfers arrive within 24 hours, adding that as of mid-October, sending ¥100,000 (equivalent to \$923) to the US would result in “over \$913 if you do it through TransferWise, compared to \$863 to \$905 with banks and other providers”.

Venkatesh Saha, head of APAC and Middle East expansion at TransferWise, says one challenge to operating in Japan has included snail mail verification of customers, but this has been removed by regulators, allowing for a full online service. Another obstacle has been a ¥1 million cap on money transfers by non-bank entities, which the government has said it wants to scrap.

“Japan is a very large market — both in terms of population size and GDP,” says Saha. “It is also a very open and globalised



economy. Many Japanese live and work abroad, just as many foreigners travel to Japan for leisure or business and many also settle down in the country. That is one of the reasons we made Japan our first market in Asia. We were getting many requests from customers and potential customers to open a service here. And based on the healthy growth we have seen in our Japan business to date, it was the right decision.”

Following Japan, Hong Kong and Singapore, TransferWise will launch remittance services in Malaysia by the end of 2019. Meanwhile, it has inked a deal with Mastercard to bring its TransferWise debit card to the Asia-Pacific region. It will launch a multicurrency account and debit card in Japan by 2020. But will that catch on?

“It is still too early to say whether the Japanese public will truly switch to e-money and if the technology companies will be able to move into providing more financial services through their e-money apps,” Maurizio Raffone, CEO of fintech consulting firm Finetiq, recently wrote in Nikkei Asian Review. “If it works, consumers can look forward to carrying around considerably thinner wallets in the near future.” ●



THE INTERVIEW

TEXT BY ANDREW HOWITT

PHOTO BY BENJAMIN PARKS

Everything in good shape

Ambassador-designate of the
Kingdom of Denmark to Japan
Peter Taksøe-Jensen

During his nearly four decades in the Danish foreign service, Ambassador-designate of the Kingdom of Denmark to Japan Peter Taksøe-Jensen has had numerous roles, including helping to negotiate the first treaty on conventional arms in Europe and developing NATO policy. With a background in law, he has worked in the ministry's Department of Legal Services (1999–2008) and as an assistant secretary general for legal affairs at the United Nations (2008–2010). Before taking up his post in Japan in September, Taksøe-Jensen served as ambassador to the US (2010–2015) and to India, Maldives, Sri Lanka, Bhutan and Nepal (2015–2019).

want to build even closer relations with, and that is what we're doing. So, I left India with a feeling of mission accomplished.

What are your goals for the embassy?

In 2014, the then-prime minister of Denmark, Helle Thorning-Schmidt, and Japan's Prime Minister [Shinzo] Abe signed a strategic partnership agreement between our two countries, but that has not really been as big of a driver as it could be in our bilateral relations. I'm looking at how we can use this framework to have more activities in the bilateral relationship and to identify areas where we want to intensify contacts between ministers.

It would also be good to look at new areas that are not covered today by the agreement. We have other solutions to many things that could help Japanese society.

Could you tell me about your time as ambassador to India?

We had a challenging bilateral relationship with India at the time. In 1995, a Danish national decided it was a good idea to drop some arms in West Bengal for a terrorist group there, and the Indian government, of course, wanted to prosecute him for this. They tried to extradite him from Denmark but, because

of the risk of infringement of his human rights, this was blocked by the Danish high court. So, in 2011, the Indian government shut down all formal bilateral relations with Denmark.

My predecessor had a hard time because there were no meetings. I moved there from Washington in 2015, and my main task was to get relations back on track. Time helps a lot in things like this, but we also needed to use some diplomacy. Luckily, in December of 2018, our two foreign ministers met and restarted the Joint Commission, the formal framework for government-to-government collaboration. In January of this year, we had a meeting in India between our two prime ministers, and they decided to take our relationship to the next level and establish a strategic partnership.

India will most likely be the second-largest economy in the world by 2050, it will have the largest population, and it will play a bigger role in global affairs in the future. India is going to be a nation you

“The knowledge and technology we've developed ... could help Japan”

What are a couple examples?

The energy sector is an area where I think we could increase collaboration with Japan. The Danish government has the ambition of becoming a fossil



Denmark is

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independent of foreign energy

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fuel-free society by 2050, meaning the transport sector has to be transformed. But this journey started back in 1974 when the first oil crisis hit. At the time, Denmark was 98% dependent on foreign energy and, because of how the crisis disrupted our economy, we decided that this was not a very good idea. So, we've worked to become 98% independent of foreign energy. The knowledge and technology we've developed on this journey could help Japan, which is currently 94% dependent on foreign oil and gas.



The Danish pavilion in Hibiya Park will be made from

5,000

chairs

Digitalisation is another area. We brag that we are the most digitalised society in the world. Almost all interactions between citizens, the public sector and the state are done online. When I have to file my taxes, I do it by pressing a button on my phone. My mother does the same, and she's 83 — 98% of the population is able to do this. A lot of knowledge and technology were

developed to reach that situation in Denmark. Here, you can go into a shop and still see a sign saying "Cash only".

Could you tell me about your meeting with former foreign minister, Taro Kono, in September?

Denmark has a very close friendship with Minister Kono, who is the chairman of the Japan–Denmark Parliamentary Friendship League. I met him before the cabinet reshuffle, in his capacity as foreign minister. It was a very positive meeting where he and I concluded that everything is in good shape — except that we need to continue working to get a free trade agreement between the Faroe Islands and Japan. It's something that he has been promoting, and that we think is a very good idea, but we have run into some challenges.

The Faroe Islands and Greenland are part of the Danish realm, but not members of the European Union and, therefore, not covered by the EU–Japan Economic Partnership Agreement [EPA]. While an agreement wouldn't be so significant from the perspective of Japan's economy, it would have a huge impact on the society of the Faroe Islands, which has a population of 49,290 people. They export a lot of fish.

What is Denmark planning for the Olympics and Paralympics next year?

We plan to win a lot of gold medals. We also plan to use the Olympic and Paralympic Games as an opportunity to strengthen our relationship with Japan. We'll have a Danish pavilion in Hibiya Park, and the idea behind it is really innovative. The heading for this is sustainability. It will be made out of reusable plastic; sails from competition sailboats will be used for the roof. The plastic will be put together to make chairs, and the whole pavilion will be made from 5,000 chairs.



“[We] plan to use the Olympic and Paralympic Games as an opportunity to strengthen our relationship with Japan”

Then it can be disassembled, and everything can be reused.

We'll also have the Danish training ship, Danmark, coming, which will dock in Tokyo Harbour. It will be a platform for Danish businesses to attract some attention.

The good thing about the Danish pavilion is that it lets us present a narrative about who we are and what we can do together. And the ship points to the fact that we're both maritime nations. We can use these symbols to build even more on our bilateral relationship and promote the fact that Denmark and Japan are close and have a lot in common. ●



Denmark

A hygge success

Hygge (pronounced “hyoo-guh”), which can be translated as a feeling of comfort, cosiness and contentment, was the runner-up word of the year in the UK in 2016 — after “Brexit”. In a year when millions were seeking a sense of calm after the profound political upheaval, perhaps people found refuge in this Danish concept. The desire to experience feelings of warmth and well-being is, of course, universal, so it’s no surprise that Danish companies capable of inspiring *hygge* have become successful in Japan, as well.

One of life’s great pleasures is settling into a comfy chair at the end of a long day, and BoConcepts, head-quartered in Herning, creates distinctive furniture that exemplifies the spirit of Danish comfort. Its Tokyo showroom in Aoyama has everything from ergonomically curved chairs to elegant three-seater sofas to designer coffee tables, all of which help to make any house or apartment feel cosier. Most of its furniture pieces can be

customised, meaning that every room in your home can be set up to give you that *hygge* feeling.

For more than a century, Danish lighting manufacturer Louis Poulsen has been making products that bathe homes in their warm light. Among its designers are some of Denmark’s best artists and craftsmen — including Poul Henningsen, who created the iconic PH Artichoke lamp for the firm — as well as highly



skilled artisans from Japan, such as Oki Sato and Shoichi Uchiyama. In addition to creating beautiful domestic lights and lamps, it provides a range of lighting options for professional settings, making people feel at home even in the work place.

The luxury consumer electronics company Bang & Olufsen sells a wide range of speakers and other audio equipment that can turn your living room into a haven filled with your favourite music. A number of its speakers have designs that not only produce great sound quality, but also have a soothing aesthetic. And the firm sells premium headphones, so the enveloping musical escape never has to end, no matter where you go.

Another important aspect of *hygge* is being together with friends and family, and this is always best achieved over a meal. Founded in Denmark's capital in 1775, Royal

Copenhagen is one of the world's most well-known creators of fine porcelain products. The distinctive blue and white hues of much of its dinnerware bring a relaxing aesthetic to any table. And with its Christmas collection, you can set a festive table, ready for family, friends, warmth and conviviality.

What you eat can also produce a feeling of *hygge*, and there are few tastier comfort foods than cheese. Arla Foods Japan, the local outpost of one of Denmark's largest dairy producers, has imported Danish cheeses — primarily the richer, creamier varieties — to Japan for many years. The cheese brands it imports include Castello, best known for its Camembert, and Apetina, which makes a cooking cheese similar to feta. It also sells its own brand of Arla Cream Cheese.

As the days grow colder and the nights grow longer, there are plenty of good reasons to stay inside, bundle up, and appreciate life the Danish way. ●



Trade with Japan

Exports to Japan: €1.9 billion
Imports from Japan: €353 million

SOURCE:
EUROSTAT, 2018



Population

5,809,502 (July 2018 estimate)
Urban population: 88%
39.03% are 25–54 years of age (2018)



Main exports to Japan

Pharmaceutical products; meat and edible meat offal; machinery and boilers; optical, photo, technical and medical apparatus.

Did you know...?

- There are twice as many bicycles than cars in Denmark, and 56% of Danes use bicycles to commute to work.
- There is no place in Denmark that is more than 51.5km from the coast.





BUSINESSES FROM ...

DENMARK

A LOOK AT SOME COMPANIES FROM THE REGION



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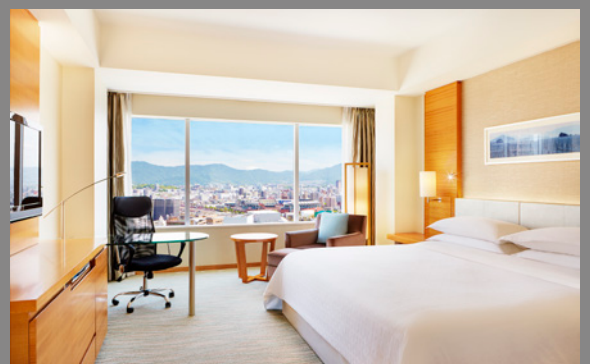
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Yannick Borghi

Building a legacy

As technology has continued to improve, our lives have become vastly different to what they were even a few decades ago. But while we might think of devices such as smartphones as telecommunications marvels, their creation relies on ancient materials, used in new and interesting ways. Yannick Borghi, Asia-Pacific director at Alteo Alumina Japan, has had a profound interest in science and technology since he was a boy, and he understands that every new advancement starts with some very basic building blocks.

“Materials have changed the way we live since the first clay pots or the first metallic tools were made during the Iron Age,” Borghi says. “For me, it’s been fascinating through all my years as an engineer to see how materials have a long history of constantly transforming themselves and reinventing themselves to serve new, extremely modern purposes.”

He points to modern ceramics, fundamentally the same as those that have been used for centuries, being utilised as materials in semiconductor manufacturing and electronics. Another example he notes is how the manufacturers who created mirrors for the Palace of Versailles are still making glass today, but that their highly engineered glass is now used in TVs and mobile devices.

Borghi’s firm, Alteo Alumina — which is based in Provence in his native France — is a global leader in the production of speciality alumina. Founded more than 125 years ago, it was the first company in the world to make alumina industrially. Today, its alumina is an ingredient in items such as speciality glass, which is used in applications such as smartphones, and in ceramics and composites, which are used in products such as electric vehicle components.

One of Borghi’s personal inspirations is South African entrepreneur Elon Musk, CEO of Tesla, Inc.

“Musk is an absolutely fascinating person,” he says. “When you look at what he’s accomplished from an engineering perspective, and considering the consequences that this can have on society, I think it’s absolutely impressive.”

The core component of Musk’s success in business, Borghi believes, is not the fact that

he’s made advances in technology, but his ability to change minds and shift attitudes.

“Twenty years ago, everybody would have ridiculed the concept that you could drive an electric car — you put batteries in a car, it’s a toy car,” he explains. “Musk managed to change people’s perceptions: electric cars can not only be good for the Earth, but also sexy and fun to drive.”

Having worked in Asia for much of his career, Borghi loves challenging his own perspectives of other cultures as well as sharing his own. To aid him in this, in addition to French, he

Do you like natto?

Time spent working in Japan:

Sixteen years in total, as well as five years in China.

Career regret:

None. If I could do it again, I’d do it all the same.

Favourite saying:

Ich-i-go, ich-i-e. It means that whenever you meet someone, you have to think of it as a once-in-a-lifetime moment.

Favourite book:

The last one that impacted me was *The Tipping Point: How Little Things Can Make a Big Difference* by Malcolm Gladwell. It’s very insightful.

Cannot live without:

Family.

Lesson learned in Japan:

The importance of apologies. It’s not a natural thing in Western culture, but it’s extremely powerful.

Secret of success in business:

It may be a cliché, but listening to customers.

Favourite place to dine:

For sophisticated modern Japanese cuisine, La Bombance. For more casual food, Uoshin in Nogizaka.

Do you like natto?

Actually, I don’t. But I don’t eat cheese either — shocking for a Frenchman!



has learned to speak English, Japanese, Spanish and Chinese. But he has found out that the best way to share his culture with others isn't through conversation, but through cuisine.

"Cooking is also our language — you can express a lot of things through it," Borghi says. "It's another way to connect with the culture and connect with people. For me, it's not only understanding the final product, which can be really good and really nice to look at, but understanding the process. You need to be mindful of all the things that people have tried before."

Since he has lived away from France for so long, Borghi makes it a priority to keep up his culinary skills. This is especially vital when passing traditions on to the next generation.

"I focus on transmitting our family cooking heritage to our kids — it's an important part of our culture," he explains. "It can be very simple, like roast chicken with mashed potatoes, or something rarer in Japan, like pigeon or rabbit. This is our legacy as a French family."

By teaching his children the value of French culture, Borghi is giving them the essential elements of the past they need to create something distinctly their own. ●

**"it's been fascinating ...
to see how materials
have a long history of
constantly transforming
themselves and
reinventing themselves"**

Pharmaceuticals

Patient voices

Pharmaceutical companies are constantly coming up with innovative drugs. Their R&D efforts are aimed not just at fighting diseases more efficiently but also at giving patients a better quality of life.

Take diabetes, for example.

A frequent side effect of its medications is excessively low blood-sugar levels, which can significantly impact patients' mental and physical health.

"So, a lot of research has been done on insulins that reduce the side effects and, hence, improve the lives of patients," says Ole Mølskov Bech, chairman of the European Federation of Pharmaceutical Industries and Associations (EFPIA) Japan, an independent organisation that works closely with the EBC.

The patient-centred approach of addressing such problems has been a major activity for EFPIA Japan. The idea is to listen to the people who are actually suffering from diseases and to support them in their own advocacy efforts.

"Our focus on patients has been to try to give them a strong voice," Bech says.

An important way of achieving that goal is through the PASE awards (Patient Advocacy Support by EFPIA Japan awards). The third annual event was held in late September. Patient groups around the country were invited to submit propos-

als on the theme of "activities focused on unsolved challenges in the fields of prevention, diagnosis and treatment".

Apart from screening the proposals and selecting winners, EFPIA members had the chance to listen directly to the groups' concerns.

One Grand Award went to a non-profit organisation representing sufferers of hereditary angioedema (HAE), a genetic disorder that causes swelling of the limbs, face and other parts of the body.

The disease is easily treatable, with patients able to live normal lives. Even so, a lot of stigma persists.

"Some kids are not allowed to participate in sports if their school knows they have this condition," Bech explains.

The NPO was recognised for its collection of information from doctors, with the aim of gaining a better understanding of the impact on the quality of life of young HAE patients.

"We hadn't really known about the situation of people, especially children, who are living with

identify unmet medical needs that we [weren't aware of]."

The awards are especially important in Japan. The NPOs and other groups here tend to limit themselves to the local scene, with few connections at the national level and almost none internationally.

"If you never commit nationally, you will never have the same clout," Bech says. "You don't get to ... talk with politicians or Ministry of Health officials."

For EFPIA, the challenge is to get Japan's health ministry to recognise the benefits of new drugs that raise patients' quality of life, and to reflect such improvements in its reimbursement prices.

"The current pricing system doesn't really recognise value for patients," the chair explains.

"If, for example, you have a drug that has to be taken three times a day and turn it into a once-a-day treatment ... then there is a lot of value, even though that's not recognised as 'innovation'."

"Our focus on patients has been to try to give them a strong voice"

Advocacy issues

➡ Drug pricing system

The price maintenance premium, which rewards innovative drugs, should be maintained without a reduction in its level of support

➡ International harmonisation

The Japanese government should take concrete measures to enhance the efficiency of the scope of clinical trials.

rare diseases," says another EFPIA member, Miki Okada of GlaxoSmithKline. "I think it's really important that we understand the situation first, and then develop plans for medicine."

Commenting on the PASE event, Okada adds: "The patients had a lot of issues in their advocacy that they wanted to fix. So, I realised that the groups could

The industry argues that ministry officials too often fail to appreciate how the latest drugs can save money in the long run — by lessening patients' dependency on hospital visits and tackling diseases early.

"To take healthcare to the next level and to really make sure that universal healthcare is delivering what we need as patients, we need to look at the value of what we do to patients," Bech says. ●

Ole Mølskov Bech is chairman of the European Federation of Pharmaceutical Industries and Associations Japan.



Taking sustainable solutions on board

Maersk navigates towards a low-carbon future



How do major players in the shipping industry deal with issues relating to sustainability? On 10 October, EBC members and stakeholders heard from Annette Stube, head of sustainability at Maersk, how a global logistics giant approaches corporate social responsibility (CSR).

Although some of the measures she spoke about are related to the shipping industry, many of her comments and observations are applicable to companies in other sectors. The event was organised by the recently established EBC Sustainability and Social Responsibility Committee.

A common theme running through Stube's presentation was that, while there's a philanthropic aspect to sustainability and CSR, they also provide a company with a competitive edge. Today, customers and clients demand that their suppliers have a comprehensive programme on how to address environmental issues. She also repeatedly noted that, by taking steps now towards becoming more efficient and lowering waste, future costs can be reduced or avoided altogether.

Stube emphasised the importance of authorities' involvement in creating a sustainable future. For example, incentives — through both regulations and support in creating more environmentally friendly technologies — should be offered for meaningful progress to be made. According to Stube, industry today has to and wants to be part of the solution, so authorities should reward sustainable firms and, at the same

time, penalise companies that are not moving in this direction.

This is important when it comes to emissions, but especially so when it comes to the way vessels are dismantled and recycled. Maersk is currently working with shipyards to improve the procedures and the quality of the recycling process, both to decrease the environmental footprint and create a safer work environment for shipyard workers.

In the same vein, Stube believes it is essential for companies to have an action plan for other aspects of CSR and sustainability, including in areas such as labour, responsible tax, financing and tackling corruption. Without such plans in place — and evidence the business is moving towards meeting the goals it has set — there is likely to be a backlash from the public.

To successfully implement any policy related to sustainability, Stube explained that broad involvement from a firm's employees is crucial. The key, she believes, is to engage with people and to get them to feel responsible for implementing the policies in the fields where

they are active, whether this is operations, sales, procurement or purchase, and also, in the case of Maersk, route development. Each company should look for expertise internally — and get those individuals to share with and teach others. As Stube put it: "Don't just pick up the rubbish, provide technical and long-term solutions."

One big announcement that Maersk has made is that it will be carbon neutral by 2050. Stube underlined that this is not without its challenges. A major factor contributing to the difficulties is that shipping vessels today are still far from being emissions free. For instance, current batteries are too weak to power a big vessel. And with such long product cycles, in order to have the fleet completely replaced by 2050, technical solutions have to be implemented sooner rather than later. Research and development need to start today so that by 2030 vessels in use can be carbon neutral.

Despite this Stube remains positive. If a business is a first mover, there are benefits to be reaped, she noted, not only as far as customers and investors are concerned, but also in recruiting, as more and more people are placing an importance on working for a sustainable company. ●

This was the first event organised by the newly established EBC Sustainability and Social Responsibility Committee. If you have an interest in the committee, or would like to give a presentation on something similar, please contact the EBC secretariat.

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





Bridging divides to make breakthroughs

European Innovation Day 2019

Sharing discoveries is vital to scientific progress.

On 31 October, the Delegation of the European Union to Japan hosted the third annual European Innovation Day with the aim of promoting increased cooperation in science and innovation. Co-sponsored by the delegation, the EU–Japan Centre for Industrial Cooperation, the EU–Japan Tech Transfer Helpdesk and EURAXESS Japan, this year’s event focused on two themes: enhancing research and innovation links between the EU and Japan, as well as the importance of women in science and innovation.

Francesco Fini, deputy head of the EU delegation, praised

the desire by both Japan and the EU to work together to achieve scientific breakthroughs.

“This year is the 10th anniversary of the signing of the EU–Japan Science and Technology Cooperation Agreement,” he said. “When we say research and innovation are key areas of our cooperation, it’s based on a very solid institutional and political framework for engaging and deepening such cooperation.”

The government of Japan has set up — and is investing heavily in — the Moonshot R&D Program, which focuses on developing disruptive innovation. Fumikazu Sato, the Cabinet Office’s deputy director-general for science, technology and innovation, stated that there are three main areas of the programme’s current focus: the ageing society, the environment and emerging technologies, such as AI.

He highlighted the importance of cross-border discussion on these subjects and said that dialogue with their European

counterparts had been invaluable to Japanese researchers when outlining their goals.

“Science, technology, innovation and research are things Japan cannot do by itself,” he said. “We need to cooperate to improve our society.”

The event’s keynote speaker was Maria Cristina Russo, director for international cooperation at the European Commission’s Directorate-General for Research and Innovation. She made it clear that strengthening relationships with Japanese

researchers was of central importance to the EU’s Horizon Europe programme, similar to Japan’s Moonshot initiative.

“A key element of the Horizon Europe programme will be the intensified importance of, and attention placed on, international cooperation,” she said. “We have mechanisms to intensify the cooperation with our strategic partners. And, for us, Japan is certainly a strategic partner.”

Another crucial goal for both the EU and Japan is to reduce the gender divide in science. Gender disparity remains a global problem in the fields of research and innovation — especially in higher levels of academia and industry.

“We had a very fruitful meeting of the EU–Japan taskforce ... a meeting we hold every year within the framework of the science and technology agreement,” Russo noted. “One of the co-chairs of the committee was me, and there was a colleague of mine who is also a woman, but the others were all men.”

Russo stated her firm belief that including more women in this space would help to better deploy the intellectual resources available and bring new perspectives to research and development. She expressed her wish that this would be the case at their next meeting.

Sato agreed that improving women’s representation in science in Japan was of the utmost importance. He added that it was a desirable and achievable goal to cooperate with the EU in both addressing the gender imbalance and working closer together on research.

“We have to accelerate our science and technology sharing, based on a common understanding,” he said. “On this point, our closest friend is the EU.” ●



Maria Cristina Russo, director for international cooperation at the European Commission’s Directorate-General for Research and Innovation



Fumikazu Sato, the Cabinet Office’s deputy director-general for science, technology and innovation



The Agenda

NOV
28IRELAND JAPAN CHAMBER OF
COMMERCE

Ireland Japan Business Award 2019

TIME: 19:00 to 22:00**VENUE:** Conrad Tokyo**FEE:** ¥22,000 (for members), ¥24,000
(for non-members)**CONTACT:** secretariat@ijcc.jpDEC
12

NORDIC CHAMBERS OF COMMERCE

Nordic Christmas Gala 2019

TIME: 18:00 to 23:00**VENUE:** Hotel Gajoen**FEE:** ¥22,000 (for members), ¥28,000
(for non-members)**CONTACT:** office@sccj.orgNOV
29ITALIAN CHAMBER OF COMMERCE IN
JAPAN

ICCJ Gala Dinner and Concert – The Nineties

TIME: 18:30 to 23:30**VENUE:** Happon-en**FEE:** ¥26,000 + 10% VAT (for members),
¥30,000 + 10% VAT (for non-members)**CONTACT:** events@iccj.or.jpDEC
13CZECH CHAMBER OF COMMERCE AND
INDUSTRY IN JAPAN

Czech Business & Culture Networking Christmas Event 2019

TIME: 18:00 to 20:30**VENUE:** Embassy of the Czech Republic**FEE:** ¥5,000 (for members), ¥7,000
(for non-members)**CONTACT:** secretary@cccij.comDEC
5SWISS CHAMBER OF COMMERCE AND
INDUSTRY IN JAPAN

The New EBC with Michael Mroczek

TIME: 12:00 to 14:00**VENUE:** Shangri-La Hotel Tokyo, The
Pavilion, 27F**FEE:** ¥6,500 or 1 SCCIJ voucher (for
members), ¥8,000 (for non-members)**CONTACT:** info@sccij.jpDEC
16BELGIAN-LUXEMBOURG CHAMBER OF
COMMERCE IN JAPAN

Bonenkai Beer Gathering

TIME: 19:00 to 22:00**VENUE:** Belgian beer café in Tokyo**FEE:** Pay for what you drink**CONTACT:** info@blccj.org.jpDEC
5BELGIAN-LUXEMBOURG CHAMBER OF
COMMERCE IN JAPAN

5th Belgian Beer and Food Academy in Osaka

TIME: 18:30 to 21:30**VENUE:** Hilton Osaka, Kyoto Room, 3F**FEE:** ¥13,500 (for members), ¥15,500
(for non-members)**CONTACT:** info@blccj.org.jpDEC
17GERMAN CHAMBER OF COMMERCE AND
INDUSTRY IN JAPAN

Charity Christmas Dinner 2019

TIME: 18:30 to 22:00**VENUE:** Grand Hyatt Tokyo, Grand Ball
Room**FEE:** ¥21,000 (for members), ¥26,000
(for non-members)**CONTACT:** events@dihkj.or.jpDEC
6SWISS CHAMBER OF COMMERCE AND
INDUSTRY IN JAPAN

Swiss Young Professional Gathering Kansai

TIME: 19:30 to 21:30**VENUE:** Swissôtel Nankai Osaka, Bar
Nambar 10**FEE:** ¥2,000 per guest or 1 SCCIJ
voucher for up to three guests**CONTACT:** info@sccij.jpJAN
25

AUSTRIAN BUSINESS COUNCIL

5th Inter-Chamber Ski and Snowboard Networking Retreat

TIME: 10:00 to 12:00 for race; 18:00 to
21:00 for awards ceremony**VENUE:** Ishiuchi-Maruyama resort and
NASPA New Otani Hotel**FEE:** ¥2,500 (for race), ¥5,500
(for awards ceremony)**CONTACT:** tokio@advantageaustria.org



Inheritance and Gift Tax Seminar

Date:

Tuesday, 10 December 2019

Time:

1530 – 1700 (doors open at 1500)

Venue:

Akasaka K Tower 22F,
seminar room

Registration:

https://www.grantthornton.jp/seminar/active/seminar_20191210/



In 2017, Japan's National Tax Agency (NTA) conducted 12,576 inheritance tax audits, nearly 84 percent of which resulted in additional tax being levied on the taxpayer.

Inheritance and Gift Tax for foreign nationals in Japan – what you need to know, and what you need to be careful about.

As a foreign national residing in Japan you are subject to the Japan Gift Tax and Inheritance Tax rules. Foreign nationals can often be caught unaware by these rules and the knock-on effects that an incorrectly reported event can cause.

To avoid potential pitfalls and headaches in the future, it is important to understand how the Gift and Inheritance Tax rules apply to you.

This seminar will give you an overview of the Japan Gift and Inheritance Tax rules, together with the current approach by the NTA, and case studies to help you avoid making expensive mistakes.

在日外国人が間違えやすい国際相続と日本の相続税

近年、税務当局による「国際相続」の課税・調査が強化されています。今回のセミナーでは、在日外国人の皆様とご家族を対象に、日本の相続税・贈与税の概要、税務調査の実態からケース・スタディまで、実例を紹介しながら、わかりやすく解説します。

将来避けられない「相続の悩み」に役立つこと必見です。

An additional seminar will be held on a date to be confirmed in January. Please register your interest in this second seminar if you are unable to attend the first with the contact form here.

RSVP to
info@jp.gt.com



Eiji Miura

Japanese Certified Public Tax
Accountant, Partner

Joined Grant Thornton in 2005 and advises both Japanese and international clients on a wide range of Japanese tax, accounting and commercial code issues, including Specialist Advisory Services. He regularly contributes to international and Japanese tax periodicals and speaks at seminars.



Adrian Castelino-Prabhu

UK Fellow chartered accountant,
Principal

Joined Grant Thornton UK in 2005 and provided corporate compliance and advisory services. He moved to Grant Thornton Japan in 2009 and provides tax advice and compliance services to foreign owned companies as well as expatriates.



Ideas for a closer future

EU–Japan Business Round Table presents its recommendations to Prime Minister Abe

The EU–Japan Business Round Table (BRT) was founded in 1999 as a way for multinational businesses, as well as other organisations, from both the EU and Japan to discuss how to improve and increase trade and investment between the two trading powers. Member organisations on the Japanese side include Fujitsu, NEC, Nissan and Sony, and, on the EU-side, firms such as Airbus, Bayer, IKEA and Siemens. The European Business Council in Japan (EBC) has been a member of the BRT since the beginning.

This year's recommendations were presented at the BRT's 21st annual meeting in Brussels on 15 May. They were formally submitted to European Commission Vice President Jyrki Katainen at the conclusion of the BRT. And on 18 September 2019, they were handed to Prime Minister Shinzo Abe by the Japan-side co-chair Masaki Sakuyama, chairman at Mitsubishi Electric Corporation, and Michael Mroczek, chairman of the EBC, who was there on behalf

of EU-side co-chair Ben Story, strategic marketing director at Rolls-Royce.

"These recommendations come from the industry leaders of Europe and Japan and they are the first ones released since the Japan–EU Economic Partnership Agreement [EPA] came into force on 1 February this year," Mroczek told Abe, "a date that marked a spectacular achievement for your administration and the beginning of a new economic era between Japan and the EU."

Among the many topics discussed at the BRT were how to effectively implement the EPA, the need to help more SMEs take advantage of the agreement, the importance of increasing cooperation in third markets, and how to promote free and reliable data distribution.

"The recommendations we are handing over to you today aim to pave the way to increased regulatory and investment cooperation between the EU and Japan," Mroczek said, "as well as placing our nations ahead in the fight against climate change and increased protectionism."

According to Mroczek, Abe gladly accepted the recommendations and made a few remarks on the success of the EPA so far.

Speaking in Japanese, Sakuyama thanked Abe for his leadership and said that the desire of the BRT was for the partnership between Japan and the EU to grow even closer. He also stated that he hoped both governments would continue to work together with the business community for the sake of global economic development.

In his speech, Mroczek made it clear how eager European companies are to work with the Japanese government to further strengthen the ties between the EU and Japan.

"The entire European business community in Japan remains at your disposal," he said, "to facilitate the work of your administration in further increasing the cooperation between Europe and Japan in a wide range of fields to enhance the closeness of our societies, companies and people." ●

"The recommendations [...] aim to pave the way to increased regulatory and investment cooperation between the EU and Japan"



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The eyes have it

Biometric authentication isn't perfect, but it's here to stay

Earlier this year, Fernando Corbató passed away at age 93. You may not have heard of him, but his work affects our everyday lives. As a researcher at the Massachusetts Institute of Technology in the early 1960s, Corbató helped create the first computer password. Today, average users have dozens of passwords for e-mail, social media, banking and other online accounts. Despite all their flaws, passwords have been the industry standard for security for decades, but they're increasingly being replaced by biometric authentication. That's worth thinking about.

In a 2018 survey of 4,000 adults worldwide, IBM Security found that security measures based on fingerprints, retina patterns, facial photos and other biometrics are becoming mainstream, with 67% of respondents saying they're comfortable with biometric authentication and 87% saying they'll use it in the near future. Reflecting public opinion, security on Apple's iPhones has gone from passcodes to Touch ID fingerprint scanners to Face ID facial recognition; Windows Hello, meanwhile, lets Windows 10 users access accounts via fingerprint, iris scan or face recognition. Since each pattern is unique, it's very difficult to defeat these through fraud. But what happens if a biometric database is hacked?

That's basically what happened in August when Israeli security researchers Noam Rotem and Ran Locar working

with VPN firm vpnMentor, announced they had found the fingerprints of over one million people as well as other biometric info such as face photos, personal information and unencrypted usernames and passwords on a publicly accessible database. Choosing to do the ethical thing, they didn't download the data, but they could have modified user accounts to give themselves access to buildings.

Suprema, the South Korean security company that owns the BioStar 2 database and manufactures fingerprint readers, played down the report, saying the leak was much smaller and no data was downloaded. Still, the breach was alarming, not only because of the apparent lax security, but the fact that the BioStar 2 platform had been

integrated into a control system called AEOS, which is used by thousands of

companies and organisations around the world, including the UK's Metropolitan Police.

Biometric readers can also be fooled. For instance, fingerprints can be replicated from photos and vein patterns can be reproduced. But accomplishing this is not easy and readers are getting more sophisticated as they become more common. The latest vein readers require the detection of blood flowing through veins for authentication. That said, cyber criminals are always devising new forms of fraud and, if your biometric data is stolen, it's a lifelong security risk.

As in everything in cybersecurity, there's no magic bullet to make these problems go away. With their unique features and ease of use, biometrics are more secure than old-school passwords. They're the new standard and will probably be with us for a long time.

When choosing an enterprise security system, it's important to consider features such as public key cryptography, storing biometric information locally rather than on a cloud-based network, and using multifactor authentication including hardware security keys such as Google's Titan, a dongle that can preserve account security even if passwords are stolen. These precautions are supported by FIDO (Fast ID Online), a set of security specifications used by Windows 10 and hundreds of other platforms. If you're thinking about strengthening the security of your business, these are some important points to keep in mind.

Biometrics aren't perfect, but they can be improved with best practices. ●

biometrics are
more secure
than old-school
passwords



GIFTS *for the* SEASON

Inspiration is as much a part of the selection process as whom you put on your gift list. Here is a guide to discover what will make this holiday gift-giving season the best ever



With a legacy spanning four generations, Asakusa-based cutlery maker Kamata Hakensha is a cut above the rest. It sells top-grade handcrafted knives as well as superb factory-made products. Some of the world's finest chefs are repeat customers thanks to stringent quality checks and an ironclad guarantee of excellence. All the original knives are designed by the owner and crafted by skilled artisans. Complimentary three minute engraving and inexpensive sharpening services make it the clear-cut choice for knives.

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EUROPEAN BUSINESS COUNCIL IN JAPAN
THE EUROPEAN (EU) CHAMBER OF COMMERCE IN JAPAN

A JAPAN FOR EVERYONE

Experience the varied delights of the country

TEXT BY TOBY WATERS

Japan is many things to many people: a major Asian business centre, a paradise of electronics and technology, a sanctuary for tradition and the natural world, and a culinary hotspot. For whatever reason you or your clients are here in the country, Japan has an excellent variety of places for you to stay, and ways you can travel, in comfort and style.

DIFFERENT TASTES, DIFFERENT TOKYO

In the capital, try the seemingly unending list of delights for visitors and locals — while staying in a hotel that suits your tastes.

In the heart of Tokyo, near convenient transport links to the rest of the city, the **Hyatt Centric Ginza** (www.hyatt.com/en-US/hotel/japan/hyatt-centric-ginza-tokyo/tyoct) is the perfect place to stay for business or pleasure. Guests can avail themselves of its meeting facilities, fitness centre and friendly staff happy to direct you to great local spots. Indulge your palate at the hotel's signature restaurant NAMIKI667, which serves fresh, locally sourced ingredients unique to Ginza — including fish straight from the Toyosu market and Akigawa Wagyu beef. It's the ideal place to dine after a day of meetings or exploring the city.

Grand Nikko Tokyo Daiba, (www.tokyo.grandnikko.com/eng/) located on Tokyo Bay's lively and exciting island of Odaiba, is where you can experience the great liberation of getting away from the tumult of everyday life — while still in the city. In the restaurant on the top floor, which offers a dynamic view of the bay, tasty dishes are prepared with fresh ingredients carefully selected by the head chefs. A comfortable and memorable stay is guaranteed at this premium bayfront hotel.

Slated to open on April 27th, 2020, **mesm Tokyo** (www.mesm.jp) — named for its ability to mesmerise

its guests — is a lifestyle hotel delivering experiences like nowhere else. Located just six minutes from JR Hamamatsucho Station, mesm Tokyo gives guests amazing views of the historical Hamarikyu Gardens and Tokyo's waterfront area. Founded on the concept of "Tokyo Waves," mesm Tokyo incorporates the city's latest trends in music, art, fashion and innovation, making for an unforgettable stay.

SOMETHING FOR EVERYONE

Those who are travelling outside of Tokyo — and looking to get a sampling of Japan beyond the bright lights and busy streets — have a myriad of options of things to do, whether you want to learn about the past, lie on the beach or hit the slopes.

Stay in luxury at the **Sheraton Grand Hiroshima Hotel** (www.sheraton-hiroshima.co.jp/en/) as you explore Hiroshima's historic sites and architecture. Relax in total comfort in one of its 238 guest rooms — including five suites — all of which feature the Sheraton Signature Sleep Experience. Guests staying in premium Club Rooms are welcome to visit the Club Lounge, which offers breakfast, soft drinks and cocktails. The hotel is conveniently located next to JR Hiroshima Station, with direct access to the bullet train and bus terminals.

In Kiroro, Hokkaido, **Yu Kiroro** (www.yukiroro.com) offers luxury freehold ski-in ski-out private residences, set to be completed in December 2019. These premium, fully-furnished condominiums feature a ski valet, natural indoor-

outdoor onsen, 24-hour concierge service, a fitness centre, an all-day dining restaurant and an owners' lounge. Even before its completion, Yu Kiroro picked up two awards in the past year: Best Condo Development in Japan at PropertyGuru's Asia Property Awards 2018 and Luxury Properties Magazine's Best Asia-Pacific Condominium award.

The seafront hotel **IRAPH SUI, a Luxury Collection Hotel, Miyako Okinawa** (www.suihotels.com/iraphsui-miyako-okinawa/) opened its doors earlier this year on the shores of Irabu Island. Each of its 58 rooms have a distinctive design that perfectly encapsulates the tropical feel of the island, as well as a private balcony overlooking white sandy beaches and the clear blue ocean. Guests can also relax in a spa that uses local, natural Okinawan products. IRAPH SUI may be new, but it is already making a splash.

A REAL GETAWAY

Those who travel to and from Japan should choose an airline that doesn't only get you where you want to go, but that also makes the journey as enjoyable as possible.

Celebrating its 60th year in Japan, **Cathay Pacific Group** (www.cathaypacific.com) is committed to providing premium comfort to all its customers while expanding its regional reach. A new Niigata route, together with relaunched flights to Tokushima, will connect eight major Japanese cities to Hong Kong and over 200 global destinations beyond. With state-of-the-art Airbus A350s on selected long-haul routes, four times more in-flight entertainment, and the return of its popular signature craft pale ale Betsy Beer, it's time to start planning your trip.

You'll never be stuck for choice when it comes to places to visit and things to do in Japan — and you'll never want for great places to stay either.





Miracle in Shizuoka

Rewards from the 2019 Rugby World Cup

All hail the 2019 Rugby World Cup (RWC) — an economic and emotional boon for Japan, a cultural first for Asia in hosting the global championship and, for some European teams and corporates, a frothy win.

Japan welcomed 400,000 rugby fans from overseas, more than 1.8 million attended games, and hundreds of millions watched matches on TV around the globe. Some 30 million Japanese people — more than one in four adults — viewed the Brave Blossoms' victory over the number one-ranked Ireland at Shizuoka's Escopa Stadium. Similar to the "Miracle in Brighton" stunner over South Africa four years ago, the match raised the 48-game tournament to must-see status and sparked a rush on Japanese and Irish jerseys. It was the Japan team's victory over Scotland to advance to the second round, though, that distilled dreams into reality.

"This is Japan's moment to shine, and it is certainly doing that," said World Rugby Chairman Bill Beaumont.

World Rugby expected total commercial revenues to reach £360 million, exceeding England's turn as host four years ago, when it brought in £333 million. However, the cancellation of two

"This is Japan's moment to shine"

games, including England vs France, due to Typhoon Hagibis, is certain to impact final numbers.

The organising committee predicted an overall ¥430 billion boost for Japan's economy. Guests came from some 170 nations, using packages such as UK-based Sports Travel & Hospitality Group's RWC programme, through which some 40,000 people received game tickets and enjoyed local activities. Meanwhile, a pre-RWC survey by Harris Interactive estimated 51% of those in Great Britain, who were not flying over to Japan, planned to watch all matches, regardless of the hour or day.

European teams accounted for eight of the 20 nations participating and two of the final four. In Japan, communities from Hokkaido to Kyushu welcomed nations to pre-camps, such as the one in Kitakyushu, where some 15,000 locals turned out to watch the Welsh team practice amid a frenzy of Red Dragon-mania, excited even further by their push to the semi-finals. Activities began three years ago when the Welsh Rugby Union began organising training camps for young Kitakyushu residents, in addition to promoting Wales in the area.

RWC global sponsors included Heineken, which faced fears that Japanese pubs and retailers could run out of beer over the 44 days of the tournament. Happily, a liquidity crunch that might have led to public pandemonium was avoided.

The Netherlands-based beverage giant, through licensing partner

Heineken Kirin K.K., was the sole beer brand offered at the 12 rugby venues, where fans imbibed an estimated 28,000 litres per game day. Spokesperson Tohru Hirata noted that, starting in September, output was tripled to meet demand, and year-on-year sales are projected to grow to over 40%.

"Japan's success has generated a lot of *niwaka* [overnight] fans, and heightened interest in the RWC," he said. "We have been running a 'What's wrong with being an overnight fan?'"



communications campaign that has resonated."

Fellow sponsor Deutsche Post DHL Group shipped 61 tonnes of rugby gear, equipment and other goods to Japan, and then 67,000kg of team freight within country. The firm's support has included a promotional campaign in which children from 25 countries delivered balls to RWC games and then had the chance to meet team heroes.

The 2019 Rugby World Cup offered many surprises, leaving the host nation proud and looking forward to its duties as host of the Olympics in less than a year — and South Africa a new champion, with bragging rights until 2023 in France. ●

NAMIKI 667

DINING | BAR | LOUNGE

Local Dining in Ginza

Think braised fish, flavorful Akiyawa wagyu beef, and fresh Tokyo-sourced vegetables with every meal. When in Ginza, dine at NAMIKI667, a cut above the area's wide selection of options, to imbibe and indulge any appetite at lunch or dinner. The dining area of

NAMIKI667 features an open kitchen where oven-based specialties with the freshest local ingredients are made, as well as a spacious dining area with high ceilings and a terrace overlooking the Namiki-Dōri street. Chef de Cuisine Toru Hirakawa embraces the flavors of local

ingredients, fish from the market, and even incorporates Tokyo-sourced condiments to season each dish. NAMIKI667 is the perfect place to spend any moment of the day—grab your morning coffee and breakfast here before you head out to explore, stop by for some warm

oven-cooked dishes for lunch or dinner, or finish off your evening with a signature cocktail and nightcap, all while being in the center of Ginza. There is 86 sqm of space in the private dining room and the multifunction area, which is perfect for smaller events and parties.



NAMIKI667 at Hyatt Centric Ginza Tokyo offers oven-based specialties by Chef de Cuisine Toru Hirakawa and the perfect space for breakfast, lunch, or dinner.



NAMIKI 667

Breakfast

07:00 - 10:30

Lunch

11:30 - 14:30

(L.O 14:00)

Dinner

18:00 - 22:00

(L.O 21:00)

Bar & Lounge

11:00 - 24:00

Japanese Spirits and Cocktails at the Bar & Lounge



Enter the third floor to an expansive 7 m bar counter with a dynamic red wrap-around staircase leading to the fourth floor. The bar & lounge carries the energy of NAMIKI667 into the night, and is the perfect venue for casual get-togethers with friends and family—lounge around from early afternoon with coffee and sweets before changing it up in the evening with one of bartender Kazuya Nishimura's creative and uncomplicated

concoctions. Katsu sandwiches, wagyu burgers, and the season's parfait are just a few of the specialties served here, which can be savored with original cocktails that feature Japanese spirits. In the afternoon, wander over for a seasonal cake set with unlimited coffee and tea for a teatime treat just right for a quiet break from the hustle and bustle of the city. Between 5 PM and 7 PM daily, enjoy these

signature cocktails at ¥600 with a selection of beer, wine, and sparkling wine as part of the NAMIKI 5 to 7 Happy Hour. With options to

enjoy unlimited sparkling wine during happy hour for ¥1500, this bar is a hidden spot fit for pre-dinner and after work drinks.



T: +81-3-6837-1300 namiki667@hyatt.com namiki667.com



Rescue me

The value of wedges

How many wedges do you have in your bag? Some pros carry four wedges, others three. In days gone by, it would just be two — a pitching wedge and a sand wedge. But they are crucial shot-savers for your short game, and wedges are also indispensable rescue clubs, so what exactly do you need?

There are pitching wedges (PWs), approach wedges (AWs), sand wedges (SWs) and lob wedges (LWs). But the truth is, it doesn't matter what you call them. What matters is how far you can hit with these clubs, which is determined by the angle of their blades.

Wedges usually run from 45 degrees to 65 degrees with a range of options in between. But beware of the label. Some sets of clubs, especially cheap sets, will just slap SW on the bottom when in reality it's an AW. And is a 64-degree club a sand wedge or a lob wedge? Well, it probably doesn't really matter what you call it, provided that you understand what it does.

Wedges give the golfer the ability to know to a very accurate degree how far their ball will travel, giving them the opportunity of a short putt and another shot saved. That's why some golfers carry four wedges.

The variety of shots available with wedges is crucial when you're around the green, particularly when you're faced with

some kind of hazard — water, sand or trees. The elevation on your wedge allows you to clear most hazards, but the variation of angles allows you to control the ball after it lands.

Top pros can put spin on the ball and make it roll back 10 or even 20 metres. While this is often challenging for amateurs, the ability to control the roll of the ball after it lands on the green is an advantage at any level. If you're aiming at a flag just the other side of a bunker and the green has a downward slope, you'll need the ball to stop as quickly as possible after it lands. On other approach shots, you may want the ball to roll further, even using the contours or elevation of the green to direct your ball. Since your ball will stop quickly on an upward slope, using a lower-angled wedge can give it more roll and counter the elevation of the green.

Wedges can put the brakes on a ball, as well. In 2005, Tiger Woods' miracle Masters shot from off the green at the Par 3 16th hole required him to shoot the ball over two or three meters of rough, stop the ball in its tracks and let it turn and roll downhill to the hole. When

Davis Love III played a similar "miracle" shot from almost the same position but slightly further back, he had to lift the ball higher, play it longer and further left for it to roll around the green and into the hole. While they probably used similar clubs, Woods' ball was up against the fringe of the rough

Wedges give
the golfer
the ability
to know to a
very accurate
degree how
far their ball
will travel

which restricted his angle of attack, while Love was actually in the rough and able to play a normal chip shot.

So, how many wedges do you need? If you're good at manipulating your wedges like Tiger, three is probably the right number. Love, on the other hand, carries four. As with other clubs, the maxim is, buy the clubs to suit your game rather than changing your game to suit the clubs you've got. And, of course, make sure you get near the green so you can actually get to put your wedges to good use. ●





Vinhos de Portugal

A trip through Portugal's best wine regions

Portugal may be most famous for its port dessert wines, but it also produces some highly refined, age-worthy whites and reds of terrific value.

The country is divided into 14 wine regions, each called a *vinho regional*. These are subdivided into 31 Denominação de Origem Controlada (DOCs), which indicate wines that abide by the country's most rigorous quality standards. If you find DOC on the label, you can be sure it's a quality Portuguese wine.

Portugal's northernmost wine region, Minho, is the seat of the nation's most iconic white subregion, Vinho Verde DOC. This region produces the famously fizzy "green wine" that's a perfect accompaniment to a picnic. Vinho Verde is typically a blend of native white varietals that are picked so early in the season that they're still green, delivering unparalleled acidity and light-

ness. The wine's slight effervescence was originally a result of winemakers bottling the wines when they were still in the process of fermenting, so carbon dioxide was trapped in the bottle. Today, most winemakers inject their Vinho Verde with the gas just before bottling.

Southeast of Minho is Douro, the most famous Portuguese wine region. This DOC hugs the Douro Valley, and is synonymous with port, arguably the most famous dessert wine in the world. Port is created by arresting red wine fermentation with brandy, so that some of the grapes' sugars remain, producing a sweet, high-alcohol wine. This also meant that port could withstand long sea voyages in the days of ocean trade. Today, Douro is making a name for itself with its Tinto Douro, full-bodied, affordable reds with high tannin.

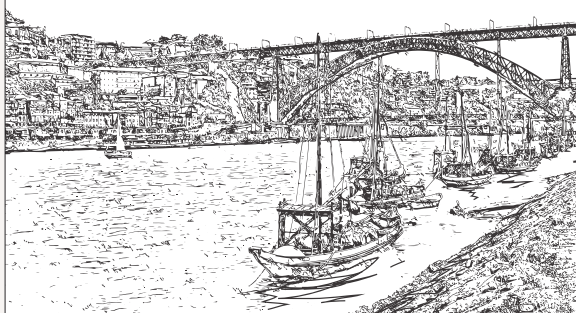
South of Minho and Douro lies Dão DOC, a lesser known but up-and-coming mountainous wine region. Due to altitude and rocky soils, these red wines tend to be lighter than those from Douro but have incredible tannin and acidity structures

If you find DOC on the label, you can be sure it's a **quality** Portuguese wine

— and they are luring the most discerning of collectors.

In Portugal's far southeast sits Alentejo DOC, a pastoral, agricultural region that is starting to gain international prestige on the wine scene. One of its iconic red grapes, Alicante Bouschet, is one of the few red grapes that has red flesh and, therefore, bleeds red. It produces wines of a distinct density, with a savory, chewy mouthfeel.

Of note elsewhere in the Alentejo region is the resurgence of Vinho de Talha, wine made in earthenware jars. Winemakers with a penchant for preserving ancient winemaking methods are using the winemaking techniques from thousands of years ago to naturally ferment their wines in clay pots. This style has gained so much recognition that Vinho de Talha has received its own DOC. Most of this wine is drunk locally, but a small amount of it is exported. If you're lucky enough to find a bottle, be sure to snap it up. ●





DOWN TIME

TEXT BY ANDREW HOWITT



Taeko Ohya

Company: METRO Cash & Carry Japan

Title: President and CEO

Originally from: Yokohama, Japan

Time spent overseas: Two years in the US

"I am a true lover of dining out — everything from ramen to Michelin-starred restaurants"

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

I am a true lover of dining out — everything from ramen to Michelin-starred restaurants — but, if I had to pick one, it would be Bistrot a la Demande in Shibaura.

What do you do to stay in shape?

I wear high heels!

Name a favourite movie: *Beyond Borders* starring Angelina Jolie. It changed my worldview.

Favourite band: Led Zeppelin. I've been a fan most of my life.

Favourite albums: Eric Clapton's *Chronicles* and Sarah Brightman's *Classics*.

Favourite TV show: *Itte Q*. I enjoy watching simple, funny Japanese programmes that can make me cry with laughter!

Favourite book: *Give and Take* by Adam Grant (I try to be a giver).

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

I was a talented painter — when I was in kindergarten. One of my art pieces won an award and was sent to Holland.

Cats or dogs?

Dogs.

Summer or winter?

Summer.

What's your ideal weekend?

Walking on Kujukuri Beach, then having a garden party with friends and family. I have a house there and those nights with a full moon, and a glass of Japanese whiskey on the rocks, are especially good.

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

Bar hopping in Shimbashi with colleagues in the famous "Touch-Know-Me" standing bar district.



Jorg van Leeuwen

Company: PwC Tax Japan

Title: Senior Manager

Originally from: Bergen op Zoom (between Rotterdam and Antwerp), The Netherlands

Time in Japan: Three and a half years

"I play the trombone, and I've performed live on national radio"

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

I'm not too picky food-wise, having been raised in a country where people eat cheese sandwiches for breakfast and lunch, and, for dinner, dishes served with potatoes (sometimes boiled, sometimes baked, sometimes mashed).

What do you do to stay in shape?

I ride my bicycle.



Name a favourite movie:

Inglourious Basterds, directed by Quentin Tarantino.

Favourite musician:

John Frusciante of the Red Hot Chili Peppers

Favourite album:

Californication by the Red Hot Chili Peppers in the summer, Rammstein's *Mutter* in the winter.

Favourite TV show: *House* starring Hugh Laurie.

Favourite book: *The Lord of the Rings*.

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

I play the trombone, and I've performed live on national radio in the Netherlands twice. The first time was on the classical channel and the second was on the top-40 channel.

Cats or dogs?

Cats.

Summer or winter?

Summer in Europe, winter in Japan.

What's your ideal weekend?

Taking it slow on Saturday morning, playing with my band in the evening, going skiing or hiking in the mountains — and keeping my laptop closed.

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

A great little whiskey bar in Tsukishima.



Proclinical

Founded in London in 2005, Proclinical provides recruitment and consulting services, specialising in assisting the life-sciences sector. It recently opened the newest of its 14 offices in Tokyo.

“Global businesses want a coordinated approach to their recruitment challenges,” says CEO Daniel Smart. “We deliver talent faster by having global connectivity and by cooperating internally.”

With a database of 250,000 life-sciences experts — and cutting-edge, custom AI technology to assist in selecting candidates for positions — it is the go-to firm for those who need experts in the right place at the right time. ●

Tokyo Run for the Cure® / Walk for Life 2019

November 30, 2019 (SAT) | Hibiya Park

Register on the day!

Invite your family, friends and colleagues to join you in this fun outdoor fundraiser for a worthy cause! We can make a difference together!

DATE :

November 30th, 2019 (Sat)

TIME :

9:00 a.m. – 1:00 p.m.

VENUE :

Hibiya Park Fountain Area

COURSE :

Around Shiba Park, Tokyo Tower, and Toranomon Hills

TYPES :

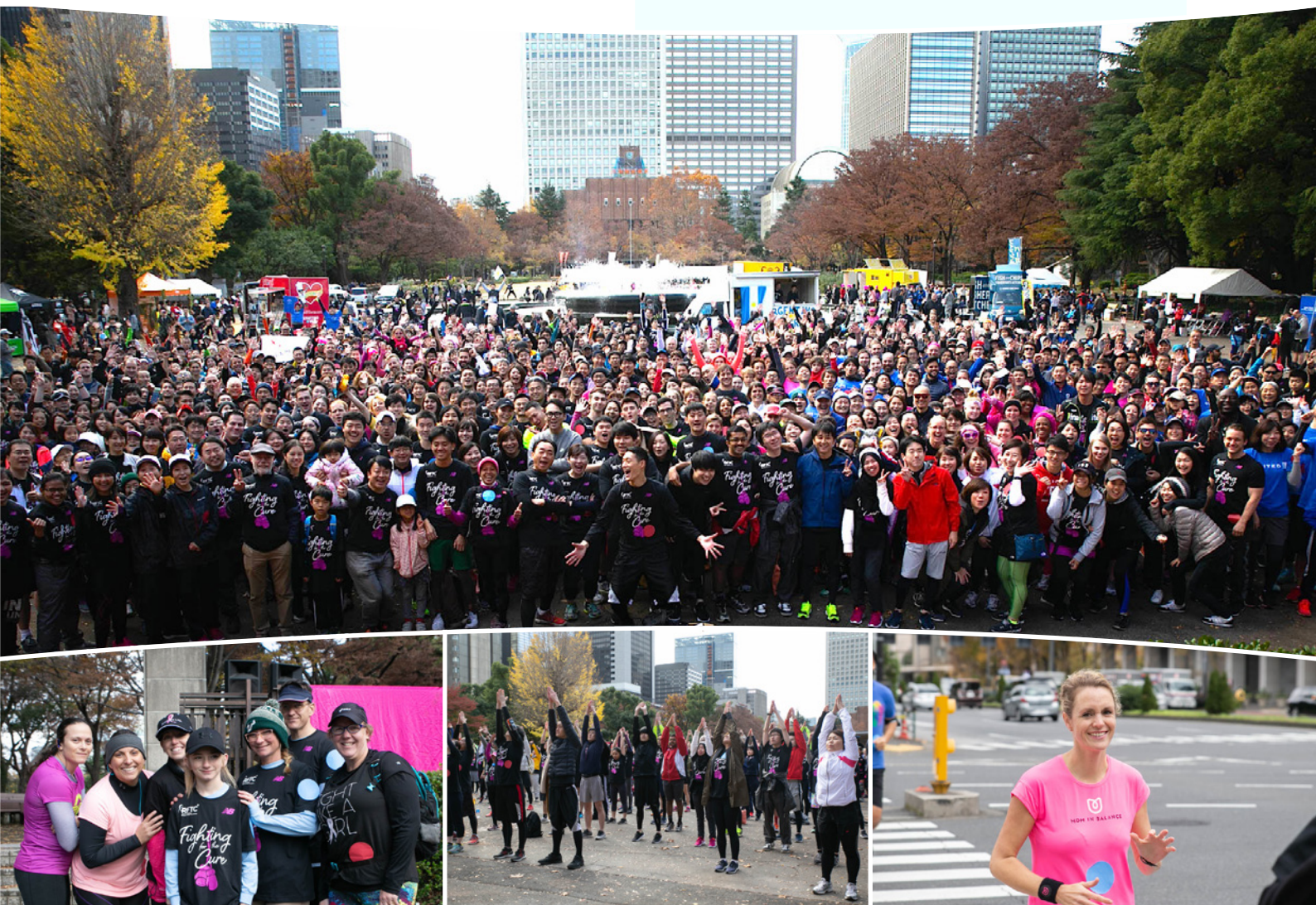
5km & 10km Run, 3km Walk

**Route / distance may change*

PARTICIPATION FEE :

5,000 JPY (adults) / 2,500JPY

(6-12 years old) / Free for children below 5 years old





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