

THE Canadian

QUARTERLY MAGAZINE OF THE CANADIAN CHAMBER OF COMMERCE IN JAPAN



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THE TASTE OF CANADA

Bringing
Canada's
bounty to
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+ A Saskatchewan school's
unexpected link to
Japan's hockey scene

A Far Cast
The enduring link between
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fishing village



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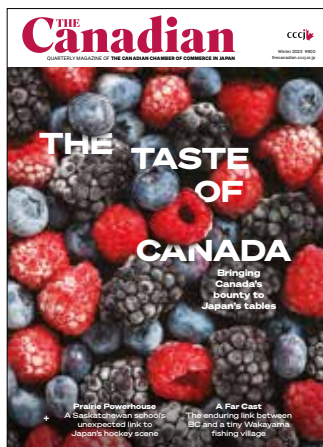
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Cover photo: Showing some of Canada's sweetest exports (p. 8), © Sergei Chaiko | Dreamstime.com



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**The Canadian Chamber of
Commerce in Japan
La Chambre de commerce du
Canada au Japon**

The Canadian Chamber of Commerce in Japan is a private sector, not-for-profit business organization founded in 1975 to promote the development of commerce between Canada and Japan.

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Representing some thirty-five business industries, the CCCJ is a member-driven, member-focused organization and the longest-serving Canadian chamber of commerce in Asia. With over four hundred members, the CCCJ represents a broad cross-section of businesspeople, including entrepreneurs, from Canada, Japan and other countries. The membership encompasses Canadian companies and individuals with ties to Japan as well as Japanese companies and individuals with ties to Canada.

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Letter from the Chair

by **David Anderson**
Chair
Canadian Chamber of Commerce in Japan

The Chamber had a phenomenal 2022, benefitting from our borders opening and society starting to gather again in person. The CCCJ is all about bringing the Canada-Japan business community together, and we were finally able to do so again after the long COVID break. It's also always impressive to see how the CCCJ Board, our various committees, our HBA, and our dedicated secretariat come together to fulfill our mandate of strengthening Canada-Japan commercial relations.

It was a pleasure to host over twenty-five business and social gatherings that reunited and strengthened our community. Some highlights on the business side:

- Over seventy CCCJ and JCCC members joined the “Mitsubishi—Activity in Canada” online event in May. Presentation topics by Kaori Namiki, president and CEO of Mitsubishi Canada Ltd. (Japan), included: “Mitsubishi’s Roadmap to a Carbon Neutral Society” (by halving greenhouse gas emissions by 2030 and achieving net zero by 2050), \$20 billion (CAD) in investments related to energy transformation, an integrated energy transformation/digital transformation initiative to create a new future, as well as a US\$100 million investment in a breakthrough energy catalyst to reduce its carbon footprint.

Commercial Minister Tracy Reynolds from the Canadian Embassy in Japan described Canada and Japan’s ongoing trade and investment relationship, the Canadian government’s Net Zero goal, and how Japanese companies contribute to a greener economy through partnerships and investments.

Kosuke Abe, *Invest in Canada’s*



senior service advisor for Japan, discussed how to promote and drive foreign direct investment in Canada through support for innovation, a Strategic Innovation Fund, progressive tax incentives and a global skills fund.

- September’s Japan Canada Chambers Council meeting in Ontario, which was emceed by CCCJ Executive Director Noriko Ishida. Topics presented included: “Supply Chain—Ensuring Trade Flows Efficiently” by Ichiro Sone, JETRO Toronto’s executive director; a discussion on “The Friendsourcing of Energy” by Shaheen Amirali, executive vice president of AltaGas, Ian Burney, senior advisor at Paradigm Capital, and Kaori Namiki, president of Mitsubishi Canada; and “High-Quality Foods in a Time of Crisis” by Tatsuji Hidaka, president of Mitsui Canada.

The social events came back strong as well. It was great to reinstate our monthly

mixers and see our membership’s avid interest in getting social again. Thanks to all our participants and wonderful host venues—including The Tokyo EDITION Toranomom and HyLife Pork Table—for your hospitality. Our popular Golf Scramble drew seventy-two happy golfers to Tsutsujigaoka Country Club in Tochigi in May.

Our most memorable event was the Canada Day BBQ at the Ambassador’s Official Residence. More than 150 members and their families and friends celebrated while enjoying Canadian beef, pork, and Quebecois ciders. Randy Bachman, his son Tal and daughter-in-law Koko performed at the event, which ended with everyone singing “O Canada.”

We concluded 2022 with a *bonenkai* on December 15 at The Tokyo EDITION Toranomom. Our Honorary Board of Advisors, chaired by former Ambassador Sadaaki Numata, joined nearly ninety participants. It was heartening to see them sharing their experiences over a spread of fine food and drinks.

From the summer 2022 issue, *The Canadian* is being produced in-house, led by Publication and Communication Committee Vice Chair Annamarie Sasagawa. I’d like to thank Custom Media for their support and welcome Doug Jackson as the magazine’s new editor-in-chief and Andrew Potheary as its art director.

So what’s coming up? The Annual Election and General Meeting. And of course the inaugural TPP Cup on May 26 at the Taiheiyo Club’s Narita course. And another signature event is returning—the Maple Leaf Gala, last held three years ago. Details will follow shortly, so please stay tuned by subscribing to our weekly e-newsletter and following our social media accounts! 🍁

The Canadian Chamber
of Commerce in Japan
welcomes our

New Members

INDIVIDUALS



Eric Fandrich

Born and raised in Toronto, I first experienced Japan when I studied piano pedagogy at the Suzuki Method Talent Education Institute in Matsumoto. I studied engineering and got an MBA in the US and a master's degree at Keio University, where I investigated the Japan/U.S. trade conflict. At the Nomura Research Institute, I contributed to cross-border business development, global industry research and technology consulting for financial institutions, governments and industry worldwide. My current technology advocacy focus is on AI, geothermal power, batteries and mobility.



Hanna Arbour

I'm a Japanese Canadian born and raised in Tokyo. After studying economics at the University of Toronto, I assisted MUJI with their first flagship store launch in Canada. I later worked for Nippon Ham's Canadian subsidiary in Vancouver to export Canadian meat products to Japan. Now I'm a client relations manager at Tokyo Orientations, assisting expats with their relocation to Japan. I joined the CCCJ because my father, a member for over three decades, made great connections and friends here and I wanted the same!



Noah Honch

I'm a project finance and energy lawyer at King & Spalding Tokyo. I was born in Saskatchewan, raised in Alberta, and studied in Canada (Lethbridge), the US (Harvard) and the UK (Oxford). Prior to law, I was an archaeologist specializing in archaeological science, with a focus on palaeodietary reconstruction and radiocarbon dating. I recently joined the CCCJ to connect with fellow Canadians and industry professionals based in Japan.



Darrin Hughes

I'm from Prince Edward Island, Canada. I'm a 1994 graduate of Holland College in construction technology and a licensed carpenter. I moved to Kobe shortly after the Hanshin earthquake and started making pre-built wood homes in a warehouse. I met Wilf Wakely on Rokko Island and he encouraged me to become a CCCJ member. I recently relocated to Okinawa to open another part of my construction business, but I look forward to meeting other members when possible.

SMALL BUSINESS



Zenten Aikido (Andrew Leitch)

Zenten Aikido was founded in 2019 to help spread our love of aikido to children in international schools. We offer certification that is recognized worldwide from the Aikikai Foundation and we maintain strong relationships with top instructors worldwide. We guide our students to be physically capable at aikido and apply the lessons learned into other aspects of their lives. We hope to find a place in the CCCJ community to help us achieve these goals.



FUNERAL SUPPORT SERVICES
フューネラル サポート サービス

Funeral Support Services (Robert Hoey)

I'm the president/owner of Funeral Support Services Co. Ltd. I was born and raised in Ottawa and moved to Japan thirty years ago to work as an embalmer for a Japanese funeral company. I opened my own funeral company six years ago to serve the foreign community in Japan. I joined the CCCJ so I could connect with fellow Canadians.

CORPORATE



San Group (Bruce Molander)

I'm with the San Group, sawmills and remanufacturing facilities, worldwide suppliers of lumber products. With last year's purchase of the Acorn sawmill in Delta—a well-known name in the Japanese lumber world—we've added considerable volume and opportunities to bolster our presence here. We understand the importance of having boots on ground in our key market, and with my over three decades experience (ten years here), I'm excited to be back in Japan to strengthen our business and multi-tiered relationships.



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SOURCED FROM THE NATION'S SEAS, PRAIRIES, FIELDS

and elsewhere, Canadian food and agricultural products are exported all over the planet. And according to Canadian Embassy First Secretary Alex Chen—whose portfolio as a trade commissioner encompasses agriculture and processed foods, fish and seafood, wine, beer and spirits—Japan ranks as Canada's third-largest export market for agriculture and seafood products.

"In 2021, agriculture and seafood products accounted for approximately 36 per cent of all Canadian exports to Japan for a total of C\$5.2 billion, up 6.8 per cent on the previous year," Chen states. "Our main export categories included canola at \$1.6 billion, pork at \$1.3 billion, wheat at \$666 million, beef at \$441 million, fish and seafood at \$252 million and soybeans at \$239 million."

"If you're buying vegetable oil, noodles, bread, tofu or miso in Japan, there's a very good chance that the ingredients came from Canada," Chen continues. "Our exports also include some innovative food and beverage products, including award-winning wines, craft beers and spirits. And like they are in Canada, organic and plant-based meat and dairy alternatives are gaining popularity in Japan, and so are our exports in these areas."

According to the Canadian Agri-Food Trade Alliance, Japan needs what Canada has to offer: it has the lowest rate of food self-sufficiency among the nations in the G7—in decline since the 1970s—and suffers from a large agri-food trade deficit. A lack of

arable land and two of the usual suspects—low population growth and an aging labour force—are major factors.

Japanese consumers are famously discerning, increasingly health-conscious and looking for new and interesting products. The Agriculture Trade Commissioner Service team that Chen leads at the Embassy of Canada to Japan works hard to stay on top of trends and ensure that it introduces the very best of what Canada has to offer to Japan. Chen notes: "If there is one takeaway about Canadian food, by the way, it is that we are about quality, sustainability and innovation."

A Staunch Food Ally

Canada and Japan are natural partners, Chen says, because Canada is a reliable supplier of high-quality products that Japan needs. "We are proud to support Japan's food security and we appreciate the trust and confidence that Japanese importers, manufacturers and consumers have placed in us."

He adds that this strong partnership and complementarity form the basis of his interactions with Japanese stakeholders in both industry and government. As a trade commissioner, he interacts with Japanese officials to expand the market for Canadian products here.


This extends to nonfood products as well. To expand the breadth and depth of Canada's agricultural footprint in Japan,

by Doug Jackson

Canada's cornucopia is a prime source of quality food and agricultural products for Japan. Canadian producers competing in this hyper-sophisticated market full of discerning consumers are playing for a lot more than just...



TABLE STAKES




for example, Chen's team is also proactively promoting agricultural technologies, including robotics, precision agriculture and cellular agriculture.

"Canada and Japan also face some similar challenges—we both have aging workforces in the agricultural and fish and seafood sectors, and we are both working hard to create a more sustainable agricultural system," Chen explains. "This creates lots of opportunities for joint research and innovation."

Bringing in the Bacon

Some Canadian food firms have been in Japan for decades and are essential and well-integrated partners in the endless game of food supply and demand. Maple Leaf Foods is one of them—noted for being the first Canadian supplier in the pork industry to set up a Japan office.

Formerly Canada Packers Inc., Maple Leaf Foods began to export frozen pork and beef to Japan in the early 1970s and opened its Japan branch in 1975. Around two decades later in 1997, a major outbreak of foot and mouth disease in Taiwan (followed shortly thereafter by one in Korea) drastically reduced the fresh imported fresh pork supply coming to Japan and dramatically changed the Japanese market's pork supply landscape. The U.S. and Canada quickly established themselves as the dominant chilled pork suppliers, while Denmark remained the largest sup-



plier of frozen pork. In 1998, Maple Leaf opened its plant in Lethbridge, Alberta dedicated to serving the Japanese market. The following year, Maple Leaf opened its plant in Brandon, Manitoba with a daily production capacity of 90,000 head.

Headquartered in Toronto, Maple Leaf is a major force in the pork market here and is getting bigger. And in fact, Canada's overall market share in Japan for chilled pork has nearly tripled over the past two decades from roughly 5,000 metric tons a month to 15,000 a month.

"We sell pork in all categories—chilled pork, frozen pork and frozen offal—as well as sundries," says Munenari Hiramoto, Maple Leaf's senior sales manager in charge of sales and marketing. "Chilled goes to the table meat category and shows up on the shelves of both regional and nationwide supermarkets. Frozen goes to food service like tonkatsu restaurants as well as to ham and sausage manufacturers to become the raw materials of ham, sausage and bacon. So even if it does not say 'Canadian,' our pork is always part of the meal scene at homes in Japan as processed meats."

In Maple Leaf's case, by the way, sundries refers to back fat for sausage and femur bone destined to flavor the broth for *tonkotsu* ramen.

Future Prep

According to Hiramoto, Maple Leaf has long had a powerful focus on the Sustainable Development Goals (SDGs) formulated by the

UN in 2015. “We’re actually the first carbon neutral company in Canada’s food industry,” he says. “Our company mission is to be the most sustainable protein company on Earth. We’re now introducing this set of values to the Japanese market as well to answer these new market needs. Many major companies are looking to partner with companies with a record of this kind of sustainability.”

Animal welfare is also becoming a trend in the pork industry globally. Japan may be bit behind on this at the moment, Hiramoto observes, but Maple Leaf, which was the first Canadian company to establish loose housing for all of its sow herd, believes it will become an integral part of the business here.

Maple Leaf is also the biggest supplier of raised without antibiotics (RWA) pork in North America, and the market is growing fast there. “We’re now introducing these products and the concept in Japan along through the above SDGs and following animal welfare concepts,” Hiramoto says. “It could be a bit early to market RWA products in the Japan market, but Maple Leaf is a pioneer in this business in many cases, and being an industry leader and setting food trends are our missions.”

While Maple Leaf doesn’t typically show solo at Foodex, it often does participate as a member of an industry group, Canada Pork, under the umbrella of the Canada Pavilion, which is organized by the Government of Canada’s Department of Agriculture and Agri-Food in partnership with the Canadian Embassy.

Not surprisingly, the pandemic disrupted Maple Leaf’s supply chain. “We had trouble with shipping,” Hiramoto reports. “However, our logistics team worked very hard and we have not had any major issues during the pandemic, while others were un-

“Canada and Japan face similar challenges—we both have aging workforces and are working hard to create a more sustainable agricultural system. This creates lots of opportunities.”

ble to deliver product to Japan at some point. Of course our plants in Brandon and Lethbridge worked overtime to maintain our supply to Japan.”

Inner Workings

In these pandemic times, breakdowns in food safety and illnesses such as the foot and mouth disease mentioned earlier quite rightfully spook consumers and anyone associated with the production and sale of edibles and potables. The same is true for how food is transported through and processed and packaged in production plants.

That’s where Intralox steps in, supplying food processors with automated, optimized lines having greater throughput, better sanitation, and longer belt and

equipment life. That includes the company’s Intralox® Food-Safe™ products and services, which incorporate a preventive approach to invasions by foreign materials and pathogens. Intralox keeps the lines running smooth and clean for producers of meat, seafood and poultry, breads and pastries, fruits and veggies, and snack products.

“Intralox is a world leader in the manufacture of conveyor belts and supporting equipment and solutions for various industries, including the food industry, which has been our biggest market in Japan in the last twenty-five years we’ve been here,” says Marc Bolduc, who worked at Nestlé Foods in Canada, a French food manufacturer called Fleury Michon America and Japanese trading houses prior to joining Intralox. “If you visit a large Japanese food processor, you’ll most certainly see our equipment and belts being used.”

Intralox is headquartered in Louisiana in the U.S. but has strong ties to Canadian and Japanese food companies in their

Intralox (left) at a Japan Food Manufacturers Machinery Association event and **Maple Leaf Foods** (centre) at Foodex, the major food and beverage trade show in Japan



global manufacturing sites, such as Ajinomoto, Nichirei, Calbee, Nippon Ham, McCain Foods, Maple Leaf Foods and Olymel.

Besides the equipment, Intralox offers longstanding expertise in hygienic design and knowledge to support its customers in their domestic and global operations. “We have a team of experienced account managers and customer service representatives that work with our main customers in person or remotely,” Bolduc says. “Our new Innovation Center in Tokyo showcases our equipment and products to customers. The center will also be a meeting place for our customers to meet our specialists to discuss their operational and project needs.”

Intralox participates in the Japan Food Manufacturers Machinery Association event, which typically takes place every year during the first week of June. This is the big show for Japan’s food manufacturers to see what new equipment and solutions are being offered to meet their operational needs. What are their main pain points?

“Japanese food manufacturers are facing some massive hurdles in manufacturing due to labor shortages, energy and cost increases for primary ingredients,” Bolduc points out. “Innovation has also been driven by SDGs that are now key drivers for change.”

Japan has always been a hub for manufacturing excellence, Bolduc notes, and Intralox partners with many local companies in their domestic and global operations. “We are growing our business not only in the food industry but also in other sectors such as logistics/fulfilment centres for the e-commerce industry,” he says. “These have synergies in creating innovation in the areas of product handling and automation in the supply chain.”

Fortunately for Intralox, the recent pandemic has only minimally affected its business. “Since we’re part of the food industry we needed to be there for our customers, but we were working more remotely at times using technology platforms such as webinars rather than regular in-person meetings,” Bolduc observes. “I

believe we learned some valuable points on how to be more productive

using technology. That being said, we’re happy to be back visiting customer manufacturing locations more frequently again.”

Umbrella Strategy

The Agriculture Trade Commissioner Service of Canada is constantly seeking out ways to help Canadian companies find success in Japan and help Japanese importers, processors and food manufacturers source high-quality ingredients and products from Canada. “We also work closely with Japanese companies to help them find investment and innovation partnership opportunities in Canada,” Alex Chen says.

After three years of COVID-related restrictions, the Agriculture Trade Commissioner Service team is excited to be coming back strong for Foodex in early March this year with over forty companies from across Canada.

At Foodex 2023, they’ll showcase products from individual manufacturers as well as regional associations and industry groups. Visitors to the show will be greeted by suppliers of oil, meat products, fish and seafood, maple and honey products, fruits and vegetables, cereals, nutraceuticals, sports and alcoholic beverages, snacks and condiments. The lineup includes functional foods and other health-oriented goods.

Some noteworthy products this year include:

- *Haskap berries (also known as honeyberries), which have a nice tangy-sweet flavour profile and are packed with high levels of antioxidants*
- *A sports nutrition drink used by international athletes worldwide that is recognized as the official hydration partner for the National Hockey League*
- *Hot sauces and barbecue sauces that add a punch to any meal*

According to Chen, “Major events such as Foodex are key initiatives to support Canadian exporters and raise awareness of Canadian products, but our work continues year-round.” Beyond that, he points out that 2023 is an especially exciting year for promoting Canadian food and beverage products in Japan. While Canada is very active in the food and beverage space in Japan, this message may not be getting through to the average Japanese consumer.

That’s about to change in a big way. “This March, we’ll launch the refreshed Canada Brand in Japan with a tailored and targeted ecommerce and digital marketing campaign to increase the visibility of and demand for Canadian food products,” Chen says. “The campaign is built around a year-long, consumer-facing store on Rakuten Ichiba known as The Canada Fair. The store will formally launch in March and feature close to two hundred Canadian food and beverage products.”

That’s awesome news for companies offering up Canada’s bounty for sale in Japan, and for Japan’s ranks of hungry and thirsty customers. 🍁

The Agriculture Trade Commissioner Service of Canada will showcase products from the country’s manufacturers, regional associations and industry groups at **Foodex 2023**



BROADENING OUR REACH

by Stephen R. Nagy

In November 2022, Canada released its long-awaited Canada Indo-Pacific Strategy (CIPS). The new plan outlines five interconnected objectives:

- *Promoting peace, resilience and security*
- *Expanding trade, investment and supply chain resilience*
- *Investing in and connecting people*
- *Building a green and sustainable future*
- *Canada as an active and engaged partner in the Indo-Pacific*

Some questions for Canadian businesses in Japan and the broader region immediately arise. First, what's with the name, and what does it mean for us? Moreover, what resources will Ottawa deliver to Japan and the region, and will this strategy complicate our trade relationship with China?

First, the geographic framing of using Indo-Pacific in the name reflects the reality that the 21st-century's center of economic gravity will be the regions connected by the Pacific and Indian oceans. These regions are home to three of the planet's most populous countries: Indonesia, India and China. They are also home to consequential economies such as Japan, South Korea and China, as well as the geographic center of major trade agreements and standard-setting frameworks that include the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), the Regional Comprehensive Economic Partnership (RCEP), the Japan-EU Economic Partnership Agreement and the new Indo-Pacific Economic Framework (IPEF).

Based on the region's economic promise, Global Affairs Canada stresses in CIPS that: "The Indo-Pacific region will play a critical role in shaping Canada's future over the next half-century. Encompassing 40 economies, over four billion people and \$47.19 trillion in economic activity, it is the world's fastest-growing region and home to six of Canada's top 13 trading partners."

Encompassing a New Reality

Adjusting the frame from the Asia-Pacific to the Indo-Pacific reflects the reality that many of our current regional economic and regulatory institutions, such as Asia-Pacific Economic Cooperation (APEC), were set up when South Asia and India in particular were not significant economic players. Expanding to the Indo-Pacific showcases the new economic realities of India and China's

economic largesse and the creation of new institutions that include South Asia in their development.

Second, for Canadian businesses in Japan and the region, Canada's recognition of the region's economic importance and its role in expanding the CPTPP alongside Japan means Canadian companies will have a larger market and preferential access. A deepening Canada-Japan trade relationship will include an end destination for energy, critical minerals and agricultural products.

Third, CIPS advocates the launching of a Canadian Trade Gateway in Southeast Asia as a "market entry point and catalyst for Canadian businesses to grow their engagement and presence in the region and enhance Canada's profile as a commercial and investment partner." The hope is for a permanent presence: "Canada's Trade Gateway will expand Canadian business and investment networks, linking businesses to existing incubators and accelerators and increasing their awareness of Indo-Pacific mar-

kets, with an emphasis on sectors and solutions where Canadian innovation responds to regional demand."

While engaging with the Northeast Asian economies of Japan, South Korea, China and Taiwan as well as Southeast Asia is essential to a sustainable Canadian Indo-Pacific presence, broad engagement with India and South Asia is also crucial. Negotiating and implementing a Canada-ASEAN free trade agreement, a Comprehensive Economic Partnership Agreement with Indonesia, and expand market access to India by concluding an Early Progress Trade Agreement (EPTA) as a step toward a Comprehensive Economic Partnership Agreement will open up numerous opportunities for Canadian businesses.

CIPS highlights why Canada has to diversify its diplomatic, trade and economic engagement throughout the entire Indo-Pacific

Bolstering Facetime and Supply Chain Resilience

To enhance Canadian economic engagement in the Indo-Pacific, CIPS will appoint a new Canadian Indo-Pacific Trade Representative to advance Canada's regional trade policy, promotion and economic cooperation objectives there. This will be essential to spearheading trade opportunities and identifying niches that Canadian businesses could fill.

To bolster facetime in the region, CIPS has already launched a new series of large-scale Team Canada trade missions that involve Canadian businesses, provinces and territories and other relevant partners and organizations. Canada will showcase the capabilities and competitiveness of its exporters and innovators to ensure



Dr Stephen R Nagy Senior Associate Professor at the Department of Politics and International Studies, International Christian University, Tokyo

their success in the region and facilitate long-term trade and investment opportunities.

As much of the region prioritizes relationship-based trade partnerships, regular and large-scale trade missions will bolster business-to-business relations in the region by building trust and personal relationships.

On the supply chain front, CIPS recognizes that a host of factors including the COVID-19 pandemic and geopolitics have compromised supply chains. These disruptions affect Canadian business engagement in the region and that of our partners by reducing confidence in supply chains overly concentrated in any one country.

To boost supply chain resilience and Canada's economic security, CIPS has committed to greater Canadian involvement and alignment with regional initiatives, such as the Australia-Japan-India Supply Chain Resilience Initiative. It will also bolster global supply chain resilience and sustainability by engaging in technical, policy and high-level cooperation through APEC on standards, conformity assessment procedure and best practices to enhance trade.

CIPS also aims to expand natural resource ties—related to trade, investment and science, technology and innovation—with priority Indo-Pacific partners, and to strengthen Canada's Science, Technology and Innovation partnerships with key economies, including Japan, Korea, India, Singapore and Taiwan, to support international co-innovation projects and commercialization-oriented research and development partnerships for Canadian small and medium-sized businesses with Indo-Pacific partners.

These initiatives will be a boon to Canada-based businesses because they will open markets and enhance trade with reliable, like-minded partners through shared initiatives and technological development based on existing standards.

The China Question

Fourth, many Canadian businesses have strong links to China, and there are concerns that CIPS will negatively affect their business interests there.

CIPS recognizes that “China's sheer size and influence makes cooperation necessary to address some of the world's existential pressures, such as climate change and biodiversity loss, global health and nuclear proliferation. And China's economy offers significant opportunities for Canadian exporters.” Notwithstanding the numerous opportunities the Canada-China trade relationship presents, CIPS also recognizes that economic coercion, the growing risk of the arbitrary application of Chinese law, and a track record of “behaviours and policies that erode the existing rules-based international order undermine Canadian interests, whether they come from countries that are big or small—but they are especially challenging when pursued by rising powers with divergent national values.”

With this in mind, CIPS highlights why Canada has to diversify its diplomatic, trade and economic engagement throughout the entire Indo-Pacific, based on expanding trade agreements and working with like-minded countries to foster a rules-based region that instills stability in its political economy.

Simply stated, China is part of the Indo-Pacific, not the whole Indo-Pacific. Canada needs to design its engagement with the region recognizing its heterogeneity in character, needs and opportunity.

Canadian businesses in Japan and the region should welcome this all-encompassing Indo-Pacific strategy. It charts out regional engagement at the levels of diplomacy, trade, institution building and security. These are key elements for fostering platforms for commercial engagement, opening markets and investing in establishing rules that make investment more predictable, profitable and sustainable. 🌟

What's an isolated co-ed boarding school out in the wilds of Western Saskatchewan got to do with hockey in Japan?

More than you would believe.

PRAIRIE



by Doug Jackson

POWERHOUSE

THERE ARE VARIOUS TAKES ON HOW HOCKEY CAME TO

Japan. Some sources say the British pioneered the sport here in the early 1900s. Others say it was the Scarboro Missionary Fathers, a Canadian order of missionaries and educators, who brought the fastest game on ice to Hokkaido in 1905.

Two things, however, are not in dispute: A boarding school in the wilds of Western Saskatchewan, the Athol Murray College of Notre Dame, has had a potent and ongoing influence on Japan's hockey scene. And along the way, a man who would one day be declared the world's richest was a pivotal player in the game.

Billionaires, Boarding Schools and Ice

Three-time Canadian hockey Olympian Terry O'Malley begins the tale. "Yoshiaki Tsutsumi had taken over the running of the Seibu/Kokudo conglomerate," he says, "and he owned a number of recreational properties including rinks, so he wanted to promote ice hockey in the Tokyo area."

Mega-billionaire Tsutsumi had already recruited Fr. Bob Moran of the Scarboro Order to play after seeing him practice with the Seibu Railway team. After the latter returned home, he asked Moran to find the team more players in Canada. He did, bringing in two outstanding athletes and brothers, Mel and Herb Wakabayashi. As a replacement for himself, he contacted Fr. David Bauer—a towering figure in Canadian hockey—who brought O'Malley along to watch the Japanese team practice at the 1968 Olympics in Grenoble, France, one of the three occasions O'Malley was with the Canadian Olympic squad. Tsutsumi's representatives were also on hand.

In 1971, O'Malley came to Japan and met Tsutsumi and his people. He became a player-coach for Tsutsumi-sponsored teams for seven seasons in the Japan League and was part of championship squads.

After his professional career ended, O'Malley went on to teach, coach and serve as president at Notre Dame for well over two decades.

And that's when the odd but entirely logical link between the hockey powerhouse on the prairie and Japan was formed. "Shoichi Tomita, the president of the Japan Ice Hockey Federation

and who played in the Sapporo Olympics for Japan as a goalie, asked me whether his son, Hiromasa, could come to Notre Dame in the 1979/80 school year," O'Malley recalls. "He did, and became the first Japanese lad to join the Hounds."

According to O'Malley, though, the primary go-between for Notre Dame and student-athletes from Japan was his former teammate Herb Wakabayashi, who had left the Seibu squad and started his own business consulting enterprise in Japan.

To date, around forty Japanese students have attended Notre Dame and taken the ice there. They come for the chance to learn English, get a solid education, and go through what is rated as one of Canada's prime hockey development programs. The school has an Olympic-size ice rink, a state-of-the-art off-ice skills training facility, a high-performance training facility with a certified strength and conditioning coach and an athletic therapist, fully equipped gymnasium and elite coaches with provincial, national and international experience. "It's a tight-knit community and in a safer setting than is often found in a city," O'Malley adds.

There's ample time to bond, forge friendships and focus on studies and hockey at Notre Dame, too, because the school is out in the middle of nowhere, situated fifty kilometers outside of Regina in a village of around two hundred people.

"Shoichi Tomita told me many years later that his wife berated him all the way from Wilcox to Vancouver, crying and lamenting, 'Where have you sent my first-born son?' After graduation, though, even his wife seemed to appreciate the adventure."

Another Japan transplant, Shusaku Izumi, wrote the following about the culture shock of a winter on the prairies for O'Malley's wife, who taught English as a second language:

*Winter in Wilcox
Freezing town in Canada
Not even funny*

Two aspects the Japanese students Notre Dame recruited were familiar with, though. One was that students were in charge of keeping the school, dormitories and cafeteria clean. And for a long time the senior students ran life on campus, creating a *sempai-kohai* relationship.

The Spartan vibe is strong, and the school is known for developing character and developing leaders. Notre Dame alumni include guys like Rod Brind'Amour, a former NHL All-Star who now coaches the Carolina Hurricanes, and Barry Trotz, most recently coaching the New York Islanders. As another graduate, Jon Cooper, who now coaches the NHL's Tampa Bay Lightning team, said: "I joined

Power houses A Notre Dame Under-15s player and, top, the college campus

the college as a boy and graduated a young man.”

On the Japan side, Hiromasa Tomita went on to become an interior design master, joining his father’s firm, Tomita Textiles. Another Japanese grad of Notre Dame, Kojin Nakakita, is the chairman of Hitachi Asia. “Nakakita is also the head coach and general manager of the Japan sledge hockey team that plays in the Paralympics,” O’Malley mentions.

Reviving the Connection

After O’Malley and Barry MacKenzie—another former Japan teammate and teacher, coach and Notre Dame president—left the college, the Japan connection weakened for a spell.

Mike Yoshino, one of the cofounders and owners of the Yokohama Grits pro hockey team, is determined to revive the link. A Notre Dame grad who played at Yale before going pro in Japan for two years as part of the Oji Paper team, Yoshino has a solid hockey pedigree—his father was on the Michigan Tech team that won the NCAA championship in 1965, playing alongside Tony Esposito.

He joined Notre Dame’s Board of Regents in summer 2021 with a particular goal in mind. “We have strong roots in Japan and in Asia generally, and hockey is actually one of the fastest-growing sports in Asia, certainly among females,” he notes, “so we really wanted to revamp those ties and to recruit more students from Asia, particularly Japan.”

Yoshino is working with Takashi Mikoshiba, the general manager of the Grits, to make that happen. “He spent part of his childhood in Vancouver and has strong ties to Japan or so Canada,” Yoshino explains, “and he knows everyone in hockey in Japan and most of the Notre Dame alumni. He’s been super helpful and has taken it upon himself to help Notre Dame expand its reach, even in the midst of this pandemic.”

Fresh Direction and Inspiration

According to Yoshino, women’s ice hockey is incredibly popular in Japan. “And they’re very competitive,” he states. “Interestingly enough, at the recent FISU World University Games in Lake Placid, Japan actually beat the USA 3-1, which is absolutely astounding, and won the sil-



From the top: Notre Dame on the Grits rink in Yokohama; Students outside the Duncan McNeill Arena; Terry O’Malley at his farewell game; two under-eighteens leave Japan for Notre Dame’s summer hockey camp.

ver medal behind Canada. Japan’s head coach is actually a Notre Dame alumnus, a guy named Yujiro Nakajimaya.”

To support that surge in interest and talent, Yoshino, the Grits and Notre Dame decided to sponsor two girls to come to the school’s summer hockey camp last year.

“One of them is on the U18 Japanese national team that’s playing at the World Championships,” Yoshino reports. “She was fourteen then, and according to my daughter this girl was the most dominant player at the camp. The other girl was from Yokohama. We wanted to give them that exposure and create awareness among the ice hockey community in Japan, particularly among the females. I think it was a huge success, and hopefully they’ll come back this summer.”

This is encouraging, because according to Yoshino hockey here has been on a gentle decline since the 1998 Winter Olympics in Nagano finished, the pro teams funded by corporations began to be a drag on the books, and Seibu’s Tsutsumi was arrested for insider trading. In fact, a recent International Ice Hockey Federation survey pegged the number of registered hockey players in 2019-2020 in Japan at just 18,641.

Despite the ongoing pandemic, Yoshino decided in 2022 that it was time for Notre Dame to pump up its profile in Asia, particularly in Japan. In addition to the two girls who went to hockey camp that summer, he arranged two events in November.

The first was a Notre Dame hockey camp for young Japanese players featuring Grits and alumni coaches. Thirty-two aspiring players ranging in age from 10 to 15 took to the ice at the Grits rink in Yokohama. The second was a gathering that helped twenty-six alumni and friends reconnect and meet future Hound parents and CCCJ members. Plenty of stories were shared before a weekend that brought on-ice action with the Grits playing two games. The first day was declared “Notre Dame Day.”

With that kind of energy applied, hockey in this country may regain some of its allure and its players may reach a higher level. And to a significant degree, it’ll have a school in rural Canada to thank for that. 🍁



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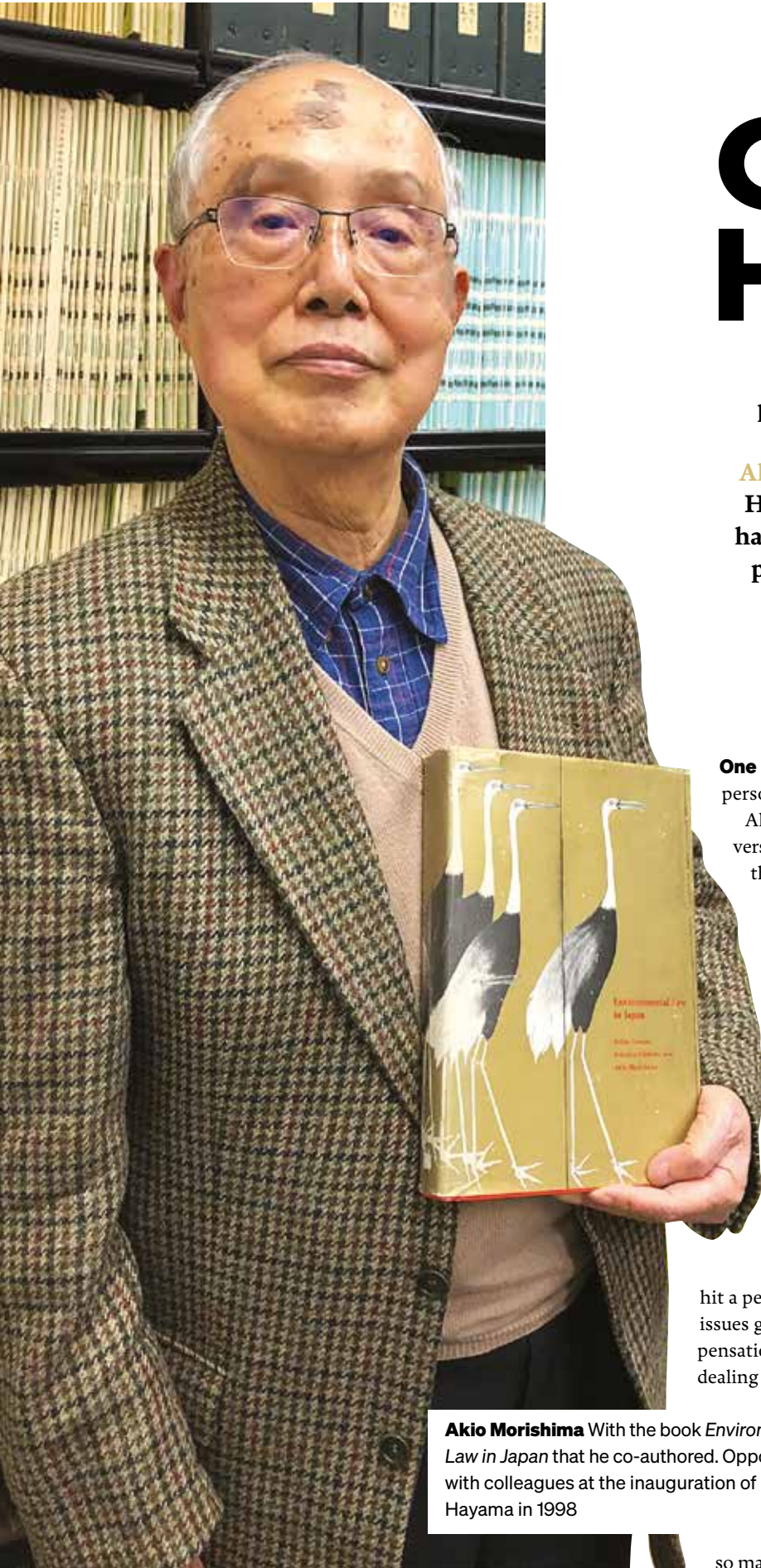
- Seiji Omote, CCCJ Honorary Board Advisor



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Akio Morishima With the book *Environmental Law in Japan* that he co-authored. Opposite; with colleagues at the inauguration of IGES in Hayama in 1998

A COOL HEAD

Righting global wrongs—particularly those dealing with the environment—has kept **Akio Morishima** busy for decades. His speciality, compensation law, has taken him all over the world in pursuit of ways to balance some massive scales.

by Doug Jackson

One true measure of a human being is the way that person deals with conflict and hostility.

Akio Morishima was a professor of law at Nagoya University during Japan's turbulent era of student unrest in the sixties and seventies. He would frequently speak with the fiery young radicals. Because he kept his cool and was open and honest, Morishima gained their respect and often had access to buildings on campus that others did not.

This unflappable attitude has been an asset when dealing in tort law—the process of securing compensation for wrongs done to a person or group—which has been Morishima's career focus as a legal practitioner and scholar since he got his law degree in 1958 from Tokyo University. (He followed up by earning a master's degree from Harvard Law in 1968, and later taught there.)

“When I started out, compensation issues were rather general and local,” Morishima recalls.

“Something like a traffic accident, where someone hit a pedestrian or another car. Then in the sixties pollution issues gradually arose, and even though my interest in compensation remained, the scope and types of accidents I was dealing with began to change.”

According to Morishima, the list just keeps growing. “Air pollution, Minamata disease, water pollution and the microplastics that fish are swallowing, nuclear power issues after 3/11, and so many more. Global-level problems. I've had to tackle

so many issues and work with so many countries.”

The latter includes Canada. He was a visiting professor at UBC in 1980 for a year. As fate would have it, he met Wilf Wakely there. “Wilf helped me find a place to live, in the gorgeous home of a paper company vice president who was going to Peru,” Morishima recalls. “The house even had a wine cellar. I got to rent it, at a very reasonable price, with one of the conditions being that I take care of their cat.”

That was also the beginning of a lifelong friendship with Wakely, which also led to Morishima joining the CCCJ’s Honorary Board of Advisors decades later.

Serious Impact

An internationally eminent lawyer and enthusiastic supporter of environmental justice, Morishima is considered a theoretical leader of environmental law and environmental policy development in Japan. As the chairman of the Policy and Planning Committee of the Central Environment Council, for example, he contributed to Japan’s Basic Environmental Law and was the mastermind behind the government’s Basic Environment Plan in 1998, which outlines the country’s long-term policies for environmental preservation.

During his tenure as the president of the Central Environment Council between 2000 and 2004, Morishima was committed to promoting policies to make Japan truly sustainable by coordinating various stakeholders in the country.

Following the convening of Earth Summit+5 in 1997 and the adoption of the Kyoto Protocol, awareness was growing among Asian countries with regards to sustainability toward the agreement on the Millennium Development Goals at the UN Millennium Summit in 2000.

“When Japan established the Institute for Global Environmental Strategies in 1998, I was asked to be its president and chairman,” Morishima remembers. “So I visited several countries in Asia, Europe and so on. In Europe they hadn’t had this kind of issue, so they were very curious about that.”

IGES tackles fundamental challenges to humanity, and its support has included the creation of a regional network of researchers and practitioners, as well as developing research activities under Morishima.

As of 2023, Morishima still finds time to serve as the president of the Japan Center for International and Comparative Environmental Law, the advisor to the Japan International Cooperation Agency Legal Assistance Project for Vietnam, and as a special advisor to the Association of Environmental Law and Policy, Japan, among others.

In fact, he provided legal assistance on the drafting of the Vietnam Civil Code for the Vietnam Ministry of Justice in 1992, activities that resulted in the governmental ODA legal assistance projects of Vietnam, Cambodia, and so on. In a sense, Morishima is an initiator of Japan’s ODA legal assistance project.

Publications and Public Recognition

Along with American and Japanese colleagues, Morishima produced a book titled *Environmental Law in Japan* in 1981 through

“Global-level problems. I’ve had to tackle so many issues and work with so many countries.”



MIT Press. He was also a coauthor of *Modern Trends in Tort Law* and a contributor to other publications in English covering topics such as land development, human population distribution, and many more on environmental angles.

His favorite was a piece that appeared in 1986 in the *British Columbia Law Review* about accident compensation schemes in Japan. “I taught UBC students about accident compensation schemes that we took from Europe, institutional arrangements with a framework of limitations,” he says. “I wanted to let them know the difference between the common law way of thinking and the adopted Western continental scheme.”

His work has earned plaudits from home and abroad. An Environmental Protection Award from the Environment Agency in 1995. The 1996 laureate of Global 500 Award from UNEP. The 2001 Elisabeth Haub Award for Environmental Law and Diplomacy from the Université de Libre de Bruxelles. Two Cambodian Friendship Orders in 2002 and 2009. And the Order of the Sacred Treasure, Gold Rays with Neck Ribbon,

from Japan’s emperor in 2013.

He’s nonchalant about both publications and prizes, however. “I don’t really like awards,” he states. “People have their own measures for giving awards, and while I appreciate them, they are outside measures.”

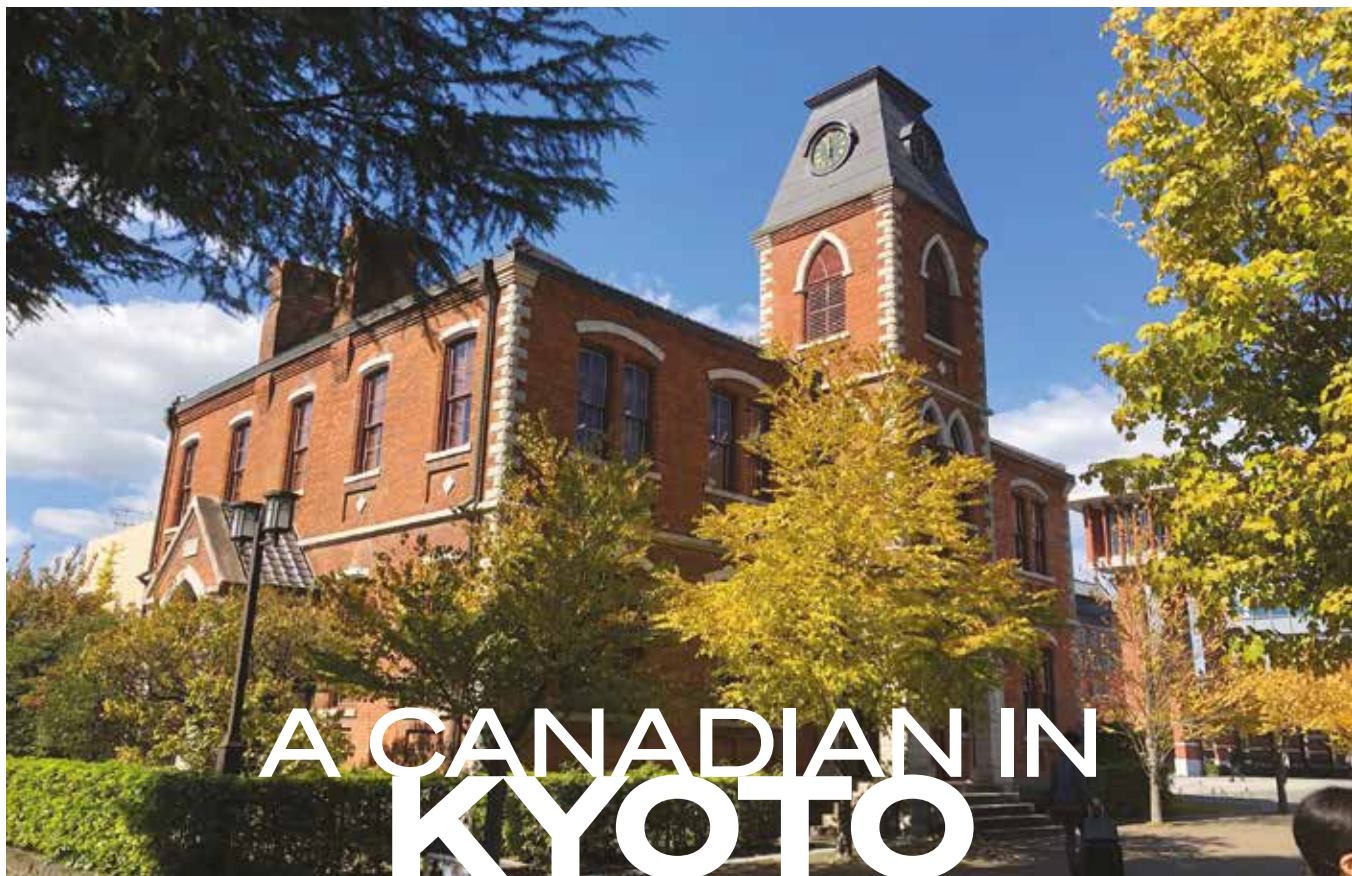
Morishima is still writing articles, however. At the moment he’s focusing on the 1999 Tokaimura nuclear accident and the state of victims compensation. He also mentions Fukushima, where victims may receive compensation but it’s actually government money that Tokyo Electric will eventually get back in about twenty years as electricity rates go up. “From a compensation lawyer’s viewpoint, it’s a political arrangement,” he says. “And they don’t understand the victims.”

Recent Life

At eight-eight, Morishima does not seem to have slowed down much professionally, still involved in many causes and organizations and practicing at the law office of Kato, Nishida & Hasegawa in Marunouchi. He’s also a professor emeritus at Nagoya University. “I try to maintain my health, but I have back pain, and because of COVID, I’m just doing what I can to slow down the decline. When you’re my age, you’ll understand,” he says with a laugh.

“I eat and enjoy music,” he adds. “My wife passed away ten years ago, and she liked music. I don’t know where she is, but I hope she can enjoy with me in spirit. When I was young, I loved hiking in the mountains, and I visited museums everywhere I went. But these days the pictures seem too simple or too complicated. While I’m not against religion,” he continues, “I don’t know what death is. So while I’m alive, I enjoy my life within my limits.”

In the meantime, Japan and the rest of the planet should be thankful for all he’s done to make things right and help living things survive. ♣



Cody Poulton

by Cody Poulton

I first came to Japan's former capital way back in 1974.

Since the mid-1990s, when I met my wife—a Kyoto native—I've made this city my second home. After retiring last year from the University of Victoria, where for thirty-two years I taught a range of courses on Japan, I've been spending more time in Japan than back in Canada, and most of that in Kyoto.

In July last year I was appointed resident director of the Kyoto Consortium for Japanese Studies (KCJS). This organization has thirteen member universities from the United States—Boston, Brown, Chicago, Columbia, Cornell, Emory, Harvard, Pennsylvania, Princeton, Stanford, Virginia, Washington University in St. Louis, and Yale—and is run by Columbia. We're located on the grounds of Doshisha University's Imadegawa campus. Consortium members as well as several nonmember universities send their undergraduate students to our program for a semester or two of intensive classes in intermediate and advanced Japanese language and an array of topical courses on Japan, taught in English or Japanese and with a particular focus on Kyoto. Students also engage in a community involvement project in which they meet, work and play with locals in a wide range of fields, from science labs to kindergartens to nonprofit organizations and school clubs. KCJS also runs intensive modern and classical Japanese courses during the summer.

In early 2020, Japan closed its doors to practically everyone but its citizens and foreign residents who were already here, effectively shutting down KCJS except for a couple of summer sessions held online in 2021 and 2022. In late August of 2022, however, students returned to Kyoto—twenty-nine to KCJS and forty-one for the spring semester in 2023.

COVID-19 has made returning to the pre-pandemic “normal” impossible for the time being, however. Some features of our program, such as homestays for all the students, have been put on hold until next fall. In their place, students have been billeted at dormitories and apartments. Masking protocols are still in place and some excursions are off the table.

That said, the transition back to face-to-face (mask-to-mask?) teaching has been remarkably smooth, and the students have been delighted to be in Japan, back in the classroom and not stuck on Zoom. Some even delayed graduating so they could come. For me, it's been stimulating to be back among young people who are smart, enthusiastic, and eager to learn.

Besides KCJS, Doshisha hosts two other American study-abroad programs: the Associated Kyoto Program (AKP)—which is a consortium of small liberal arts colleges, like Amherst, Oberlin and Wesleyan—and Stanford in Kyoto, which is run on a quarter system. We share resources (and some students) with one another.

Shortly after I arrived I met the director of AKP, a professor from Bucknell, who bluntly asked me why KCJS had hired a Canadian to head up their consortium of American universities. “I don't know. Maybe because they couldn't find anybody better?” I suggested. Relevant to that, Stanford's director in Kyoto is an Englishman educated at the University of London. Smart organizations get their talent where they can find it.

I've recently been offered a renewal of my contract, for three years, with the possibility of extending it to five. I love being a Canadian, and I love living in Kyoto and directing a program that attracts some of the best minds in America to learn about Japan. ♣



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A FAR CAST

An obscure fishing village in Wakayama Prefecture sustains an unlikely yet powerful bond with Canada that stretches back well over a century.

by Doug Jackson

Gihei Kuno was a master carpenter

from a poor fishing village called Mio in Wakayama Prefecture, down south of Osaka on Japan's Pacific Ocean coast. In 1888, Kuno crossed the Pacific to start a new life in British Columbia, settling in Steveston and hoping to earn money to send back home. There were only fifteen other Japanese living in that part of Richmond when he arrived.

But when Kuno saw the salmon running thick in the Fraser River—some leaping obligingly right into his boat—the master carpenter abruptly switched professions. What's more, he wrote to the folks back in Mio to tell them about the finny bounty he'd discovered on Canada's lush West Coast.

That sparked a mass exodus of around three thousand fishermen from Mio to Steveston, with Kuno regularly recruiting people who planned to work hard and send their money back to their kin in the village.

For the first twenty years or so only men made the voyage, and they were usually just going over seasonally. But they were lonely. At some point, the fishermen from Mio decided to bring their

wives over and start families and a community there, essentially transplanting a whole town. Meanwhile, Gihei Kuno reportedly made a fortune in the fishery business.

That exodus also gave rise to a relationship between Japan and Canada that has lasted for several generations. Retirees

returning from BC would bring back Western culture, including gramophones, Western clothing, beds and more, even building homes in a hybrid Western-Japanese style. Those going to Canada brought mandarin oranges with them, and the fruit became a favourite in the new land. Their community came to be called Americamura—somewhat blurring the true destination—but Canada was always the draw for the emigrants from Mio and their descendants.

Mutual Affection

Karl Pires, a Canadian lawyer from BC working at the international law firm Shearman in Tokyo, was in Japan as a coordinator of international relations (CIR) in Wakayama after graduating from the University of Victoria in 1992.

Above: Tomoyo Artworks

“I got into the JET program that same year, and they assigned me to the Wakayama Prefectural Government’s International Affairs Division as a CIR for two years,” says Pires, who was a director in the Japan-Canada Chamber of Commerce while working in Vancouver and now serves as a CCCJ governor.

“At first, I wondered why I’d been sent to Wakayama,” he notes. “When I got there, though, I realized the connection. Wakayama and Richmond are sister cities, and Steveston is the place where the emigrants from Mio went for the salmon fishing. So historically, the JET program has tried to assign people from British Columbia to Wakayama to maintain that sister-city relationship.”

Pires recalls that one of his primary tasks was to promote tourism in English, including preparing tourism plans and a tourism guide, organizing events for the community of foreigners in Wakayama.

Since his wife is from Wakayama, Pires has maintained a connection to and an interest in this bilateral phenomenon. According to Pires, there’s a sizeable Japanese-Canadian population that’s very disproportionately from Wakayama. “There are nineteen Wakayama Kenjin Kai around the world, and the association established in 1965 in Richmond by some of the descendants of the original Wakayama emigrants is one of the oldest. When I returned to Vancouver after JET, I got involved with them.”

The Canada Museum, built in 2018 in a private house in Mihama-cho, is one tangible development that showcases the trans-Pacific relationship and has refreshed the connection. It chronicles the journeys to and influence of a far-off land as well as the inevitable cultural crossings.

“From what I understand, the prefectural government, city government and some descendants decided it would be nice to actually have a place to visit,” Pires explains, “especially for Canadians, whether it’s high school students or government officials visiting, they now have a place to visit that showcases the history and the relationship.”

Back in 2000, the BC Wakayama Kenjin Kai and the Wakayama Prefectural Association brought in 255 Akebono cherry trees from Japan to be planted in Kuno Garden, named after Gihei Kuno. The trees were later transplanted to Garry Point Park as part of a decade-long beautification project to celebrate both the millennium and the Wakayama Kenjin Kai’s thirty-fifth anniversary.

Since 2017, the Richmond Cherry Blossom

Festival at the park has celebrated the generous donation. The association supports the legacy and heritage of Japanese families that emigrated from Wakayama Prefecture to Steveston.

Vital Connection

Sammy Takahashi, the president of the Japan-Canada Chamber of Commerce, says one of his organization’s main missions is to connect

“We’ve been working hard to maintain and enhance sister-city agreements between Japanese and Canadian cities”

Japan and Canada through business, culture, education and tourism.

“We’ve been working hard to maintain and enhance sister-city agreements between Japanese cities and Canadian cities,” he says. “The city of Richmond and the city of Wakayama are sister cities. A few years ago, a delegation from Mio visited Vancouver and asked for help to rejuvenate Mio, which is now called Mihama-cho.”

He also heard that one of the town councils was interested in having a totem pole—a symbol of First Nations people in Canada—to Mio. The Japan-Canada Chamber of Commerce had a big role in getting a totem pole carved in West Vancouver and shipped to Mio.

Takahashi met one of Kuno’s great-grandsons, Toshio Takai, who lives in Himeji, Hyogo Prefecture, a few years back. “He funded the totem pole project.” The totem pole was carved and transported to Mio and was erected on the grounds behind the Canada Museum in May 2021. Darren Yelton, a member of the Squamish Nation, carved the massive totem. Next to the totem is a bust of Gihei Kuno, the man who started it all.

For Future Reference

Well over a hundred years later, both the Canadian community and Mihama-cho still find ways to energize their link, and it’s only growing stronger. Takahashi and his friends in both countries have farsighted plans for Mihama-cho. One two-pronged project is designed to revitalize Mihama-cho as well as strengthen the ties between Japan and Canada.

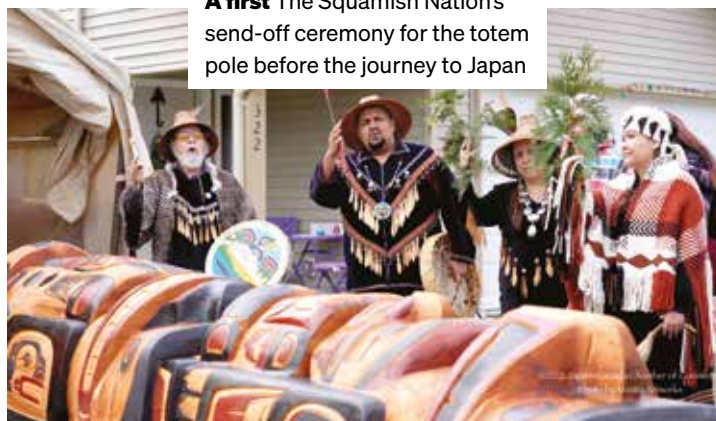
“Heidy and Keith Murao, whose grandparents were from Mio, donated their parents’ house there last year to the Committee for Promoting International Cooperation, which is led by Toshio Takai, one of Gihei Kuno’s great-grandsons,” Takahashi says. “We plan to get the house renovated and turn it into the Nishihama Seminar House, where people from Japan and Canada can have seminars, art exhibitions and music events.” Although originally scheduled to take five years, this part of the project has been attenuated due to the recent pandemic.

“We’re also interested in opening a branch of a restaurant that originated in Steveston in Himeji, Hyogo,” Takahashi adds. “A whole lot of details need to be worked out on that one, but we certainly hope to make it happen.”

According to Takahashi, there’s an even more ambitious plan for the fishing town that has meant so much to

the Japan-Canada relationship. “We want to build a satellite campus of a university in Mihama-cho where both Japanese and international students can live and study together,” he states. “If we’re successful, it would revitalize Mihama-cho economically. That one may end up being just a dream, but I want to keep talking to as many influential people as possible to make it a reality.”

A first The Squamish Nation’s send-off ceremony for the totem pole before the journey to Japan



Mantio Nakamura

In summary

Table Stakes ~なくてはならないもの ~ (8ページ)

カナダの食品や農産物は、地球上のあらゆる場所に輸出されています。カナダ大使館の一等書記官アレックス・チェン（農務担当）によると、カナダにとって日本は3番目に大きな農水産物輸出市場であるとのこと。「2021年、農業・水産物製品は、カナダの対日輸出の約36%を占め、総額は前年比6.8%増の52億カナダドルでした。主な輸出品目は、キャノーラ16億ドル、豚肉13億ドル、小麦6.6億ドル、牛肉4.4億ドル、魚介類2.5億ドル、大豆2.4億ドルです。

「日本で植物油、麺類、パン、豆腐、味噌などを購入する場合、原材料がカナダ産である可能性は非常に高いのです」とチェンさんは続けます。「カナダからの輸出品には、受賞歴のあるワイン、クラフトビール、スピリッツなど、革新的な食品・飲料製品も含まれます。また、日本でもカナダ同様に、オーガニックや植物由来の肉や乳製品が人気を集めており、この分野の輸出も増えています。

日本の消費者は目が肥えていることで知られ、在日カナダ大使館でチェンが率いる農産物貿易委員会サービスチームは、常にトレンドを把握し、カナダが提供する最高のものを日本に紹介できるように、懸命に取り組んでいます。チェンは次のように指摘します。「カナダの食品は、品質、持続可能性、革新性を重視しています」。カナダはG7の中でも食料自給率が最低の日本が必要とする高品質な製品を供給できる、信頼にたたる国です。「日本の食料安全保障を支援できることを誇りに思うとともに、国内輸入業者、メーカー、消費者からの信頼と信用に感謝します」とチェン氏。両国のパートナーシップは食品以外の製品にも及んでいます。例としてロボット工学、精密農業、細胞農業などの農業技術です。「カナダと日本は、第一次産業労働力の高齢化が進んでおり、より持続可能な農業システムを構築するために懸命に取り組んでおり、共同研究やイノベーションの機会を創出します。」

メープルリーフフーズ(以下メープルリーフ社)は、カナダの企業として豚肉業界で初めて日本支社を設立した会社として知られています。メ

ープルリーフ社の前身、カナダパッカーズ社が1970年代前半に日本へ冷凍豚肉と牛肉の輸出を開始し、1975年に日本支社を開設しました。それから約20年後の1997年、台湾で口蹄疫が大発生し(その後すぐに韓国でも発生)、日本市場の豚肉供給事情が激変したのを契機に、米国とカナダは急速にチルド豚肉の主要サプライヤーとしての地位を確立。1998年、メープルリーフ社はアルバータ州レスブリッジに日本市場向け専用工場を開設しました。翌年には、マニトバ州ブランドンに日産9万頭規模の工場を開設しました。トロントに本社を置くメープルリーフ社は、豚肉市場における主要な存在であり、その規模はますます大きくなっています。実際、日本におけるカナダのチルド豚肉市場全体のシェアは、過去20年間でおよそ5,000トン/月から15,000トン/月と3倍近くになっています。「チルドは食卓用肉として、全国のスーパーマーケットに並びます。冷凍はとんかつ屋等の外食産業や加工品メーカーに行き、ハム・ソーセージ・ベーコンの原料になります。」カナダ産「と書いていなくても、当社の豚肉は加工肉として日本の食卓の一部となっています。」と、メープルリーフ社の平本宗也シニアセールスマネージャーは言います。平本氏によると、メープルリーフ社は以前から、2015年に国連が策定した「持続可能な開発目標(SDGs)」を強力に意識しているそうです。「実はメープルリーフ社はカナダの食品業界初のカーボンニュートラル企業なんです。地球上で最も持続可能な企業になる、というのが、私たちの会社のミッションです。ほかにも日本ではまだ馴染みのないアニマルケアにも積極的に取り組んでいます。抗生剤不使用飼養もその一環で、アニマルケアのパイオニアカンパニーとして、業界をリードすることは、私たちのミッションです。」

パンデミックや口蹄疫のような病気の流行は、消費者のみならず飲食料の生産・販売に携わる者は当然ながら不安にさせます。食品輸送や生産工場での加工・包装も同様です。そこでイントラロック社は、食品加工業者により高い処理能力、より良い衛生管理、より長いベルトと機器の持続力を持つ、自動最適化された生産ラインを提供しています。ネスレカナ

FOOD

SOURCED FROM THE NATION'S SEAS, PRAIRIES, FIELDS and elsewhere, Canadian food and agricultural products are exported all over the planet. And according to Canadian Embassy First Secretary Alex Chen—whose portfolio as a trade commissioner encompasses agriculture and processed foods, fish and seafood, wine, beer and spirits—Japan ranks as Canada's third-largest export market for agriculture and seafood products.

"In 2021, agriculture and seafood products accounted for approximately 36 per cent of all Canadian exports to Japan for a total of C\$5.2 billion, up 6.8 per cent on the previous year," Chen states. "Our main export categories included canola at \$1.6 billion, pork at \$1.3 billion, wheat at \$666 million, beef at \$411 million, fish and seafood at \$252 million and soybeans at \$239 million."

"If you're buying vegetable oil, noodles, bread, tofu or miso in Japan, there's a very good chance that the ingredients came from Canada," Chen continues. "Our exports also include some innovative food and beverage products, including award-winning wines, craft beers and spirits. And like they are in Canada, organic and plant-based meat and dairy alternatives are gaining popularity in Japan, and so are our exports in these areas."

"According to the Canadian Agri-Food Trade Alliance, Japan needs what Canada has to offer: it has the lowest rate of food self-sufficiency among the nations in the G7—in decline since the 1970s—and suffers from a large agri-food trade deficit. A lack of

arable land and two of the usual suspects—low population growth and an aging labour force—are major factors.

Japanese consumers are famously discerning, increasingly health-conscious and looking for new and interesting products. The Agriculture Trade Commissioner Service team that Chen leads at the Embassy of Canada to Japan works hard to stay on top of trends and ensure that it introduces the very best of what Canada has to offer to Japan. Chen notes: "If there is one takeaway about Canadian food, by the way, it is that we are about quality, sustainability and innovation."

by Doug Jackson

A Staunch Food Ally
Canada and Japan are natural partners, Chen says, because Canada is a reliable supplier of high-quality products that Japan needs. "We are proud to support Japan's food security and we appreciate the trust and confidence that Japanese importers, manufacturers and consumers have placed in us."

He adds that this strong partnership and complementarity form the basis of his interactions with Japanese stakeholders in both industry and government. As a trade commissioner, he interacts with Japanese officials to expand the market for Canadian products here.

This extends to nonfood products as well. To expand the breadth and depth of Canada's agricultural footprint in Japan,

Canada's cornucopia is a prime source of quality food and agricultural products for Japan. Canadian producers competing in this hyper-sophisticated market full of discerning consumers are playing for a lot more than just...

TABLE STAKES

ダ、フルーリーミッションアメリカ、そして日本の商社での勤務経験がある、イントラロック社のマーク・ボルデック氏は、「イントラロック社は、食品業界を含む様々な業界向けのベルトコンベアやサポート機器、ソリューションの製造における世界的リーダーです。日本の大手食品加工メーカーを訪問すれば、必ずと言っていいほど当社の製品が使われているのを目にするはずですよ。」と言います。イントラロック社はアメリカのルイジアナ州に本社がありますが、味の素、ニチレイ、カルビー、日本ハム、マッケインフーズ、メープルリーフフーズ、オリメるといったカナダや日本の食品会社のグローバル製造拠点と強い結びつきをもっています。ボルデック氏はさらに日本の食品メーカーが直面している問題として労働力不足、燃油や原材料価格の高騰を挙げ、「SDGsを考慮した技術革新は今後の鍵となるでしょう」と指摘します。カナダ農務省は、カナダ企業の日本進出を

For example, Chen's team is also proactively promoting agricultural technologies, including robotics, precision agriculture and cellular agriculture.

"Canada and Japan also face some similar challenges—we both have aging workforces in the agricultural and fish and seafood sectors, and we are both working hard to create a more sustainable agricultural system," Chen explains. "This creates lots of opportunities for joint research and innovation."

Bringing in the Bacon Some Canadian food firms have been in Japan for decades and are essential and well-integrated partners in the endless game of food supply and demand. Maple Leaf Foods is one of them—

noted for being the first Canadian supplier in the pork industry to set up a Japan office. Formerly Canada Packers Inc., Maple Leaf Foods began to export frozen pork and beef to Japan in the early 1970s and opened its Japan branch in 1975. Almost two decades later in 1997, a major outbreak of foot and mouth disease in Taiwan (followed shortly thereafter by one in Korea) drastically reduced the fresh imported fresh pork supply coming to Japan and dramatically changed the Japanese market's pork supply landscape. The U.S. and Canada quickly established themselves as the dominant chilled pork suppliers, while Denmark remained the largest sup-

plier of frozen pork. In 1998, Maple Leaf opened its plant in Lethbridge, Alberta dedicated to serving the Japanese market. The following year, Maple Leaf opened its plant in Brandon, Manitoba with a daily production capacity of 90,000 heads.

Headquartered in Toronto, Maple Leaf is a major force in the pork market here and is getting bigger. And in fact, Canada's overall market share in Japan for chilled pork has nearly tripled over the past two decades from roughly 5,000 metric tons a month to 15,000 a month.

"We sell pork in all categories—chilled pork, frozen pork and frozen offal—as well as hams," says Munemori Hiramoto, Maple Leaf's senior sales manager in charge of sales and marketing. "Chilled goes to the table meat category and shows up on the shelves of both regional and nationwide supermarkets. Frozen goes to food service like tonkatsu restaurants as well as to ham and sausage manufacturers to become the raw materials of ham, sausage and bacon. So even if it does not say 'Canadian,' our pork is always part of the meal served at homes in Japan as processed meats."

In Maple Leaf's case, by the way, andiries refers to back fat for sausage and femur bone destined to flavor the broth for tonkatsu ramen.

Future Prep According to Hiramoto, Maple Leaf has long had a powerful focus on the Sustainable Development Goals (SDGs) formalized by the

• HONORARY BOARD ADVISOR



A COOL HEAD

Righting global wrongs—particularly those dealing with the environment—has kept Aki Morishima busy for decades. His speciality, compensation law, has put him all over the world in pursuit of ways to balance some massive scales.

by Doug Jackson

One true measure of a human being is the way that person deals with conflict and hostility.

Aki Morishima was a professor of law at Wayne University during Japan's turbulent era of student protest in the winter and summer. He would frequently speak with the fiery young radicals, because his legal background was open and honest. Morishima gained their respect and often had access to buildings on campus that others did not.

This sociopathic attitude has been an asset when dealing with law—the process of securing compensation for the things done to a person or group—which has been Morishima's career focus as a legal practitioner and scholar since he got his law degree in 1958 from Tokyo University. The follow-up job of raising a mannerly daughter from Harvard Law in 1964, and later single parenthood.

"When I started out, compensation issues were rather general and local," Morishima recalls. "Something like a traffic accident, where someone hit someone at another car. Then in the next position issues gradually arose, and even though my interest in compensation remained, the type of accident I was dealing with began to change."

As of 2021, Morishima still finds time to serve as the president of the Japan Centre for International and Comparative Environmental Law, the advisor to the Japan International Cooperation Agency Legal Advisor Project for Vietnam, and as a special advisor to the Association of Environmental Law and Policy Japan, among others. In fact, the provided legal assistance on the drafting of the Vietnam Civil Code for the Vietnam Ministry of Justice in 1993, activities that resulted in the governmental Civil Code and a project of Vietnam, Cambodia, and so on. In a sense, Morishima is an intimate of Japan's Civil Law assistance project.

Publications and Public Recognition The late 1960s and early 1970s were turbulent. Morishima produced a book titled Environmental Law in Japan in 1971 through

The latter includes Canada. He was a visiting professor at USC in 1960 for a year. As far as Morishima is concerned, it was the 1970s. "We helped me find a place to live in the gorgeous house of a Japan company vice president who was going to Paris," Morishima recalls. "The house even had a wine cellar! I got to meet, at a very reasonable price, with one of the conditions being that I take care of them."

That was also the beginning of a lifelong friendship with Wobler, which also led to Morishima joining the CCCC's Honorary Board of Advisors decades later.

Serious Impact

An environmentally sensitive lawyer and enthusiastic supporter of environmental justice, Morishima is considered a theoretical leader of environmental law and environmental policy development in Japan. As the chairman of the Policy and Planning Committee of the Central Environment Council, for example, he contributed to Japan's Basic Environmental Law and was the mastermind behind the government's Basic Environment Plan in 1969, which outlined the country's long-term policies for environmental protection.

Using his tenure as the president of the Central Environment Council between 1969 and 1984, Morishima was committed to promoting policies to make Japan truly sustainable by coordinating various stakeholders in the country.

Following the coming of Earth Summit in 1992 and the adoption of the Kyoto Protocol, awareness was growing among Asian countries with regard to sustainability toward the agreement on the Millennium Development Goals in the UN Millennium Summit in 2000.

"When Japan established the Institute for Global Environmental Studies in 1994, it was asked to be its president and chairman," Morishima remembers. "So I visited several countries in Asia that resulted in the governmental Global Studies Institute, as they were very curious about that."

"In addition to environmental changes in materials and its impact on the environment, the Institute's research and publications, as well as developing research activities such as:

"Global-level problems. I've had to tackle so many issues and work with so many countries."

His tenure was a period that appeared in 1990 in the Journal of Challenging Law Review about accident compensation schemes in Japan. "I taught the students about accident compensation schemes in Japan, and I learned the difference between the common-law way of thinking and the adopted Western common-law approach."

His work has earned

him several awards from both Japanese and international organizations. He has been awarded the Environment Agency in 1991, the 1996 Lifetime of Global 500 Award from UNICEF, the 2001 Environment Agency Award for Environmental Law and Diplomacy from the International Law Association, the 2002 Environment Agency Award from the 2002 Environment Agency, and the 2002 Environment Agency Award from the 2002 Environment Agency.

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Recent Life

After eight years of academia, he has moved from teaching and practicing at the law office of Kato, Shibata & Hasegawa to his own practice.

"I try to maintain my health, but I have had pain, and because of COVID-19 and being stuck in my car to show down the facilities. When you're my age, you're understood," he says with a laugh. "I am not getting any younger, but I know where I'm at, but I hope the energy will not be spent. When I was young I loved hiking in the mountains, and I visited mountains everywhere I went. But now it's not really about hiking anymore."

In the mountains, Japan and the rest of the planet should be thankful for all he's done to make things right and help bring things forward. ◆

す。このキャンペーンは、『カナダフェア』と呼ばれる楽天市場の消費者向け店舗を中心に、1年間かけて展開されます。この店舗は3月に正式にオープンし、200点近いカナダの食品・飲料を扱う予定です。」これはカナダ企業にも、日本の食通たちにも朗報ですね。

Broadening Our Reach ~領域の拡大~ (12ページ) ではカナダのインド太平洋戦略：①平和、レジリエンス、安全保障の推進②貿易・投資拡大とサプライチェーンのレジリエンス強化③人への投資と人のつながり創出④持続可能でグリーンな未来の構築⑤活動的で、積極的で、信頼できるインド太平洋のパートナーについて理事のナギー教授による寄稿です。

大草原の最強チーム、14 ページ

Prairie Powerhouse ~大草原の最強チーム~ (14ページ) ではサスカチュワン州にあるアイスホッケー強豪校ノートルダム寄宿学校と日本のアイスホッケー界との不思議な縁や歴史の記事です。

A Cool Head ~冷静な判断力~ (18ページ) はグローバルな悪事を正すべく、世界中を飛び回る弁護士、森島昭夫先生の経歴とCCCJとの関係について。

A Far Cast ~遠投~ (22ページ) は、和歌山県のとある漁村とカナダの100年以上にわたる強い結びつきについて、理事のカール・ピレスの経験談も織り交ぜて紹介しています。◆

• SPORTS EDUCATION



What's an isolated co-ed boarding school out in the wilds of Western Saskatchewan get to do with hockey in Japan?

More than you would believe.

by Doug Jackson

PRAIRIE POWERHOUSE

THERE ARE VARIOUS TAKES ON HOW HOCKEY CAME TO Saskatchewan and its surrounding areas. For one thing, it's a cold, hard truth: Saskatchewan is not a hockey province. It's a province where the winter is long and the summer is short, and the ice is not always there. For another thing, it's a province where the winter is long and the summer is short, and the ice is not always there. For another thing, it's a province where the winter is long and the summer is short, and the ice is not always there.

Bismarck, Boarding Schools and Ice Three-time Canadian hockey Olympian Terry O'Malley began a life in the "Prairie Provinces" in the small town of Bismarck, Saskatchewan. It was there that he discovered his love for hockey. O'Malley's father, a former professional player, introduced him to the sport at an early age. O'Malley's father, a former professional player, introduced him to the sport at an early age.

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According to O'Malley, though, the primary go-between for Notre Dame and its sister school in Saskatchewan was Herb Wakabayashi, who had left his family and started his own business consulting enterprise in Japan. Wakabayashi, a former professional player, introduced him to the sport at an early age. Wakabayashi, a former professional player, introduced him to the sport at an early age.

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Seiji Omote

Timber Industry Advisor



Where did you grow up, and what was your early life like?

I grew up in a small town called Kokufu, a beautiful natural wilderness surrounded by mountains and rivers that's now part of Takayama City in Gifu Prefecture. I was a crazy boy who had an active and unconstrained outdoor childhood. I also spent lots of time on sports such as baseball, track and field, ping pong and skiing. I never imagined I would work for the Canadian forestry industry, even though going to North America was a big dream of mine.

What sparked your passion for timber and Canada?

When I made my first trip to BC in 1977, I found the forests there—especially in the interior—very similar to those in my hometown, and I felt really at home. I also have a keen interest in wood products. My passion and key driver, though, is the camaraderie and mutual trust I have with the Canadian people.

What got you involved in Canada's lumber industry?

After graduating from college in 1969, I got a job at a major trading house. They assigned me to the North American Timber Sales Division in Nagoya. Within several years I was supposed to be stationed somewhere on the West Coast of North America. They got in financial trouble, though, because of a failure in the oil business in Newfoundland.

Quite fortunately, I got a job in 1977 at Seaboard Timber and Plywood Asia, a Canadian company in Tokyo. A totally new venture, and English was a real challenge! I was promoted to general manager of the Tokyo office in 1991. Seaboard was a cooperative association

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Ehime Wood Products Market Development Council

representing more than twenty shareholders across BC for overseas export sales, but then the association was dissolved in 1993 and immediately a group with four members sharing common interests formed a similar association called Interex Forest Products. I managed Interex's Japan office until 2013, when I retired.

How did you get involved with Ehime Prefecture?

Ehime Prefecture started up its Ehime Wood Products Market Development Council in 2010 with thirteen forest product manufacturing companies and distributors as members. In 2014, they were recruiting experienced lumber people, especially those with offshore marketing expertise.

I'd had nothing to do with this prefecture except some business relationships. They asked a *Lumber Journal* editor (a major media in the wood industry) to

recommend someone who could support offshore market development for their domestic wood products. I'd known the editor for over three decades, and they took his suggestion and contacted me. They sounded sincere and I responded positively.

What do you do for them?

I'm an advisor and coordinator dealing with offshore market development. For example, when they join trade shows and research trips in other countries, I serve as a translator and interpreter. They are typical Japanese with very limited

exposure to other countries and different cultures, so I explain things and narrow the gap. I also assist with planning and the itinerary, make appointments and so on. When I receive specific inquiries from other countries, I introduce this organization, and aid in the negotiation process when necessary.

Outside of that, I collect market information, handle English translations of brochures and any other literature when required, and help out at domestic trade shows to introduce Ehime products to visiting customers.

How do you spend your time outside the business world?

Outdoor activities like tennis and golfing. I started playing tennis about thirty years ago with my wife and we still play. I've been playing golf for about five decades. Both are good for fun and health, so I'd like to do them for as long as possible. Cooking is also fun for me. ♣



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