When then-Japanese Prime Minister Junichiro Koizumi met Prime Minister Stephen Harper of Canada in Ottawa in June 2006, the two leaders faced no major issues that threatened bilateral relations. In fact, the “valued partnership” between the two countries had been very smooth and integral-free.

With that assurance, Koizu-mi and Harper recognized that their countries might have exerted more effort to consolidate economic relations over the last few years. Since then, there have been renewed efforts to solidify an economic partnership, as noted in a study, which started in 2005.

Canadian Minister of International Trade David Emerson said the study was “an action-oriented initiative that identified 15 priority areas considered to have the most sustainable impact in moving trade and investment relations forward.”

The state of affairs
The two countries have enjoyed a relatively strong trade relationship, with Japan as Canada’s second-largest export market after the United States and the largest Asian foreign direct investor in the country. In 2005, Canadian exports to Japan reached $8.7 billion while imports totaled $8.57 billion. Japan’s cumulative foreign direct investment into Japan in 2006 amounted to $15.25 billion while Japanese direct investment into Canada that year totaled $9.23 billion.

Japanese direct investment into Canada that year reached $8.97 billion while imports amounted to $9.23 billion. In 2005, Toyota and Honda have fully planted their stakes in the eastern Canadian province, and have announced plans to expand and build new production facilities.

That rapid development in the automotive sector alone has accounted for 54,000 new jobs nation-wide. The expansion, due for completion in 2008, represents more than $427 million in new direct Japanese investment.

The said industry and the province of Ontario enjoy an especially important role in sustaining the mutual relations ambassador of Japan to Canada, cementing Canada as a truly significant position as a world class auto manufacturer.

“Ontario is larger than Detroit with regard to the automobile industry,” says Osamu Mizutani, executive director of JETRO Toronto, “so we can build a manufacturing facility in Ontario.”

In 2005, Japanese automakers Toyota and Honda independently began work on new manufacturing facilities in Ontario, further cementing the automotive industry as one of Canada’s most dynamic and highly invested areas.

Is it possible to identify the most important or meaningful sentences from the text above? If so, please provide them.
Toyota forgets the competition but not its customers

When the sun sets over Montreal, its residents must be led to feel fully fed and not just the diverse food on offer. City Hall has a cutting-edge arena, called the "Olympic Stadium," which has seen many sporting events.

This island city in Canada is one of the most multicultural cities in the world, with a population of over 4 million people. It is known for its French-Canadian heritage and its French-speaking population. Montreal is also known for its vibrant arts and cultural scene, as well as its extensive network of parks and green spaces.

Toyota, however, has been criticized for not recognizing the competition in the market and focusing solely on its own products. The company has been accused of not updating its models quickly enough and of not meeting the demands of its customers.

"With my experience, I'd like to be an ambassador between Canada and Japan by encouraging businesses and enterprises to thrive in Canada," says Okamoto.

"There is no need to design, quality, and marketing, but also focused on the creation of a neighborhood lifestyle community," says Okamoto.

"With respect to specific countries," says Emerson.

"In 1998, Toyota began participating in the "One-Stop Auto Service" program where customers can receive a single point of contact for their vehicle's service needs. This program has been successful, which consequently increased the quality of our products," says Okamoto.

"With an experience," Okamoto says. "I would like to be an ambassador between Canada and Japan by encouraging businesses and enterprises to thrive in Canada."

"I would like to see an involvement in the Canadian Arctic as directional landmarks. Today, we can work together to enhance the quality of our products, and in various businesses in Vancouver. He recently opened the Blue Tree Café within the Bayshore development to further promote the "neighborhood" feel for the community."

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Two world-class Canadian cities take center stage

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Bayshore offers more than a suite with a view

Bayshore Garden’s real estate development in Vancouver’s booming Coal Harbour was completed in 2006. Okamoto, president of Blue Tree Management, is pleased to announce the accomplishment of 15 years of multifaceted comprehensive...
New leadership refocuses high-tech company’s efforts

Gennum, a Toronto-based maker of semiconductors and semiconductor-related products for the audio, video and data communications industries, has made a significant shift in direction following the appointment of an industry veteran and company outsider as president and CEO last September.

The company, which previously focused much of its resources on high-end research and development, intends to capitalize on its industry-leading innovations and market them in areas with high-growth potential. “It’s imperative that we take these innovations and deploy them to global markets with a wider customer base. With this in mind, cost and integration will clearly take priority for us in the coming years,” explains President and CEO Dr. Franz Fink, who believes that growth depends on the company’s ability to see “the value beyond the chips.”

As a former executive in Frees- Semiconductors and Motorola, Fink brings with him the knowledge of what a semiconductor company’s value proposition should be. “Over time we will need to shift our efforts to a platform approach — the successful players in the in- dustry all recognize the value of integrated solutions,” he says.

His three-step program to “red- revitalize, strengthen and accelerate Gennum’s technology to the Asian market, where growth prospects are high.

“We will redirect some of the current spending into areas where we absolutely need to build capabil- ities immediately, like in a broad sense, a corporate business develop- ment team and into product lines that are critical to customer and market needs.”

With a strong team in Japan that values the presence of supporting the video capabilities, Fink be- lieves that Gennum remains “clearly under-represented in Asia,” especially in the high-vol- ume and middle-tier consumer segments. “In Japan, we have a significant market share. We want to continue this trend and ensure that our cus- tomers there get the service that they need. Our team in Japan has been doing a good job working with all the Japanese broadcast equip- ment makers in driving our technol- ogy roadmap,” he says.

Use Japan as a first step to see where to expand in the rest of Asia, where we are the strongest today. We re- alize that if you want to be in the systems business with the consum- er, you better have strong rela- tions with Japan,” he adds.

As Gennum looks at the global picture, it also wants to make sure that its brand image grows with its reputation. “We will expand with respect to our presence in North America, Asia and Japan. So, you see us will make much more aggressively what we have, using the appropriate chan- nels involved,” Fink says. “We are also focusing our investment in key video, data communications and wireless technologies that are at the core of home consumer and enterprise applications, including IPTV, broadband access and home networking.”

Knowing that results will not be seen overnight, he has a “three-step plan.” Fink predicts that the initial effects will be evident by 2008. “In order to grow, we need to refocus a series of initiatives, one of speed and a relentless focus on the customer,” explains Fink. “www.gennum.com

Gennum wins an Emmy technical award for achievement in HDTV Innovations in 2007

‘We will use Japan as a first step to see where to expand in the rest of Asia because that’s where we are the strongest today. We realize that if you want to be in the volume business with the consumer, you’d better have strong relations with Japan.’

Vancouver, Canada’s western capital, prepares to host the 2010 Winter Olympics

Vancouver, consistently voted as one of the world’s most livable cities by the Economist Intelligence Unit, was very quiet during the early morning of July 2, 2003. Soon after, the entire city — along with much of the rest of Canada — erupted in celebration at the announcement that Vancouver-Whistler had beaten Pyeongchang, South Korea, to host the 2010 Winter Olympics.

The ski resort of Whistler will provide an ideal venue for the Olympic Games. Vancouver, Canada’s western capital, prepares to host the 2010 Winter Olympics.

The ski resort of Whistler will provide an ideal venue for the Olympic Games.
When he took over as president in February 2006, Ken Umeda had a very clear idea of where he wanted to take Konica Minolta Business Solutions in Canada.

"Prior to the merger, Konica and Minolta were second-tier companies. But after the merger, by putting our strengths together, we have moved to tier one," says Umeda, who has been living in Canada for six years.

"This means having strong brand recognition among the public and becoming a top three player in our product categories. This is why, internally, I have set a slogan for Konica Minolta in Canada this year — ‘Take it to the top. Think it turns up a gear morally,’” he adds.

Before the merger, 90 percent of Minolta’s sales were direct market while 90 percent of Konica’s were wholesale. Now, the company has 33 direct branches, 800 employees and over 800 dealers. The company operates its own sales and service network for any one company in its initiative.

Konica Minolta has also streamlined its product portfolio in line with its objectives.

"We are focusing on color business solutions as the market has changed from digital to color. Due to our excellent color technology and the relative newness of the market, we have the opportunity to become a top player from the very beginning. At this moment, we see very much ahead of the competition in terms of the availability of color products. Industrywide, the percentage of color products to other products is 10 percent to 15 percent while with Konica Minolta it is 32 percent," says Umeda.

"Last June, we launched our first production printer, the DPQ 1010, and in December 2006 the Print-Think exhibition in Toronto," he adds.

"Our future model will be color; no more black-and-white. We want to be known as the color experts. What we have to do to take us to the top is grow by 15 percent in 2007 and reach 20 percent market share in the color segment, which is equivalent to being No. 1. We are almost there," he also says. www.konicaminolta.ca
### Yamaha Canada

#### Staying at the top of the heap

Iron Ore Company of Canada (IOC), Canada’s leading supplier of iron ore pellets, expects the strong demand for its products to continue for several more years.

Initially set up in 1973 to sell concentrates and pellets to Japan, the company has since become a major player in the iron ore market worldwide. The company’s first shipment was made in 1954, and since then, it has established itself as one of the world’s leading suppliers of iron ore pellets.

With over 500 dealerships across Canada and plans for future growth, Yamaha Motor Canada (YMCA) has undeniably left its mark on the country.

The “Yamaha Experience” is a corporate philosophy that resonates with customers around the world. It is an innovative and fresh approach to the way Yamaha operates.

On IOC’s global focus:

We ship a large amount of iron ore to Europe and North America, as well as to Australia, Taiwan, China, and South Korea. We expect to see significant growth in Asia, particularly China, and the Middle East, where direct-reduction operations will require an ever-increasing supply of high-quality iron ore pellets.

On IOC’s top priorities:

Our top priority is to continue to improve our safety performance. We have already made significant improvements during the last four years. We also must continue to provide a good return to our shareholders and to be a committed and responsible member of the local communities in which we operate.

On IOC’s relationship with Japan:

IOC has an excellent relationship with Japan through Mitsubishi, whose first shipment was made in 1954. IOC has two plants in Canada, the company has since diversified its product range to include all-kleen vehicles, side-by-side vehicles, boats, personal watercraft, outboards, power products, and accessories.

On IOC’s tagline:

"Yamaha's plant in Ontario"

On Yamaha’s plant in Ontario:

With over 500 dealerships across Canada and plans for future growth, Yamaha Motor Canada (YMCA) has undeniably left its mark on the country.

"We have a diverse range of products that are designed to stay new, continue to stay valuable, continue to stay cool and update our customers as well. We continue to do both excellence and environmental responsibility. We always want you to feel great satisfaction with your purchase." comments Doug Osugi.

Over the years, Yamaha has also become involved in community activities across Canada. YMCA has worked with the Canadian Mental Health Association and raised money for several other charities through hospital and public service institutions. In line with its corporate citizenship, YMCA also maintains a firm commitment to preserve the environment. Usually, it takes the place through product development but occasionally can take other forms. Most recently, it funded efforts to keep an environmentally sensitive fish hatchery open.

Our product direction is moving toward a coexistence of excitement and environmental friendliness. We know our customers want to be sensitive to the habitat yet still want all the excitement and performance associated with our products. We operate in a factory in the middle of a heavily forested area, and we look forward to this task," Doug Osugi points out.

The latest product offering from Yamaha came in February when it released a new class of four-stroke outboards.

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Adaptability in a rapidly changing market leads to quick growth

At one time, Ricoh Canada sold its products to purchasing managers or strategic planners, whose decisions hinged mostly, if not solely, on cost and the bottom line. But as offices go online and network-oriented, the equipment has been delegated to chief information officers or chief technical officers, who have a broader technical background.

This development has posed Ricoh Canada, traditionally a leader in printers and copiers, into a much more competitive but financially rewarding market. It has been an arduous process, but Ricoh Canada President and CEO Martin Brodigan says it's been worth it.

"This has led to one of the transitions for us — to no longer be a traditional copier company. Ricoh now has a full portfolio of multifunction products that integrate many different devices. We've since focused ourselves in new areas, such as document management, and we've actually done it very well. That gives us the flexibility & ability that has shown in marketing to new markets.

"If you look at the Ricoh organization in Canada now as opposed to four years ago, probably 10 percent of the staff have stayed with us and are still with us today. Today we have software engineers, systems engineers & integration specialists. It's much more of a team effort to get a sale. As far as after-sales service, when a client buys a Ricoh product, we put the opportunity to top quality, to meet their needs.

"We've had such success in recent years because we've not only been able to show what great hardware our business is but we can actually show our clients how to integrate the Ricoh products into the work flow. We maintain committed to the mission and at times, making changes in positioning. What really ensures that our interface can be connected with our clients' systems, he adds.

For Brodigan, customer service is the way to sustain Ricoh's growth in Canada now that it is capable of meeting the evolving demands of the company.

"We are about helping to build a sustainable company, not a company that's in it for short-term success. Our mission is to enable businesses to impact their bottom line through the power of our technologies. Our goal is to deliver on our mission, he says.

www.ricoh.ca

Sony leads the high-definition entertainment revolution in Canada

Doug Wilson, president and chief operating officer of Sony of Canada, carries the pride of this heritage and success as an honor. Today, Sony not only dominates the audiovisual market but has a strong presence in gaming, software, mobile, and digital media.

"We are a company that is fortunate to be the recipients of great products with great technology, design and marketing creativity that has helped Sony of Canada make its mark among Sony companies worldwide.

Mr. Wilson has implemented a more transparent and accountable system internally, while at the same time, streamlining with his staff to identify what exactly Sony does well in Canada and how we can improve upon that.

"As the front man of Subaru, Yokoyama has put energy and effort into dealer network by way of increased training programs and the Subaru Advantage initiative. This program, initially undertaken in Quebec in the spring of 2006, looks to reverse the dealer ability of selling to a potential customer 80 percent of the time about the price of the car and 20 percent about the car itself. By reversing this ratio, the chances of sharing our customers how Subaru is a brand that strives to get them behind the wheel and feel the Subaru experience. This is the time we encourage our salespeople to talk to a potential customer 80 percent of the time about the price of the car and 20 percent about the car itself. By reversing this ratio, the chances of sharing our customers how Subaru is a brand that strives to get them behind the wheel and feel the Subaru experience. 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