



# World Eye Reports Canada



www.worldeyereports.com

## Canada, Japan strengthen bonds in challenging times

The partnership of Canada and Japan, both among the world's largest economies in terms of GDP, is so important that the countries celebrated the 80th anniversary of diplomatic relations for two straight years.

Recent high-level trips are testament to how keen both countries are on further deepening their relationship.

In 2008, Canadian Prime Minister Stephen Harper visited Japan and at that time Their Imperial Majesties Emperor Akihito and Empress Michiko accepted an invitation to visit Canada in 2009.

"The political visit and royal visit served and will continue to serve as good, substantial milestones to remind Canadians and Japanese that we are genuine friends and that we are partners, especially in need," says Japanese Ambassador Tsuneo Nishida.

Although Canada's imports of goods and services from Japan declined in 2008, bilateral trade ties remain strong and complementary.

Japan keeps its position as one of Canada's largest import partners and according to Statistics Canada in 2008, Canada's exports to Japan increased 20.2 percent from the previous year to C\$11.1 billion.

Much of these exports to Japan come from Canada's abundant natural resources, says then Canadian Minister of Natural Resources Lisa Raitt.

Japanese direct investment in Canada is also substantial, totaling C\$13.4 billion as of 2007.

"Japanese capital investment here have a multiplier effect on manufacturing and so the spinoff benefits to our economy are enormous," says Sandra Pupatello, Ontario's minister of economic development and trade.

"In the course of the last five years alone, we were thrilled to see both Toyota and Honda make significant investments in Ontario during a time when the automotive sector saw huge challenges globally," she says.

Inversely, Canadian investment in Japan totalled C\$3.6 billion.

"We still do not see the vitality and growth of the two-way relationship that I think the two countries really deserve," says Thomas d'Aquino, former head of the Canadian Council of Chief Executives. "I would like to see more dynamism in the two-way relationship."

Facing the uncertainty of the global recession, economies tightened their belts in 2009.

But, figures from the Japan External Trade Organization show that the net foreign direct investment (FDI) inflow into Japan reached a record high of \$24.55 billion in 2008.

While Japan is Canada's sixth-largest foreign investor with about 550 Japanese firms in the country,

Canadian FDI into Japan remains modest, says the Ministry of Foreign Affairs and International Trade.

Meanwhile, Canada and Japan continue talks on revising trade policies to boost bilateral FDI.

The agriculture, food and beverages, information and communication technology (ICT), aerospace, defense, biotech and environmental industries all present clear market opportunities suited to Canadian capabilities.

"The growth area and trends with Japan, beyond the increasing role of lumber, is really in our technology sectors. One of the largest green technology clusters in the world is in British Columbia," says Iain Black, minister of small business, technology and economic development in B.C.

On another front, the \$1 billion Asia-Pacific Gateway and Corridor Initiative is a network of transportation infrastructure including British Columbia Lower Mainland and Prince Rupert ports with their principal road and rail connections stretching across Western Canada and south to the United States, key border crossings and major Canadian airports.

"In terms of servicing the Japanese market, the Japanese manufacturers are looking for solid, reliable supply chain," says Capt. Stephen Brown, president of the Chamber of Shipping of British Columbia.



Their Imperial Majesties the Emperor Akihito and Empress Michiko of Japan receive flowers from a fourth-generation Japanese-Canadian during their visit to Canada in 2009.

"I think B.C. is very competitive for the Japanese market," he adds.

Apart from logistics, Canada offers numerous advantages for foreign investors, including its highly educated workforce and growing multicultural labor pool.

"Business is always important. Education and exchanges are very important. But the long-standing historic friendship between Canada and Japan is paramount and we use that as a platform," says Stockwell Day, minister of international trade and the Asia-Pacific gateway.

### 2010: All eyes on Canada

Canada is all geared up for the Winter Olympics, running until Feb. 28, in Vancouver and the world is watching.

"The Olympics is going to attract attention but it's going to be our ability to present Canada as an economy of the 21st century that's important," explains Jayson Myers,

president and CEO of Canadian Manufacturers & Exporters.

In 2010, Quebec and Japan will also mark their 50th anniversary of official governmental relations. Over the years, Quebec has become a global hub for developing life sciences, biotechnology, aerospace and nanotechnology.

"We are proud of Quebec Province in its investment to advance emerging technologies. There are many opportunities for Japan and Canada to advance these fields together," says Consul General of Japan at Montreal Hiroaki Isobe.

Canada is also hosting the 2010 G-8 Summit in Huntsville, Ontario.

The Japan Association of Travel Agents also included Canada as one of the key destinations in JATA's Visit World Campaign 2010.

"There is no place like this! We have something for everyone here," says Monique Smith, Ontario's former minister of tourism. ♦

## Honda turns 40 in Canada, unveils innovations

Coinciding with the production of its 5 millionth vehicle in Canada, Honda marked its 40th year in the country last April by donating a Civic to nonprofit group Safe Kids Canada, a gesture of gratitude toward the local community that has played a large role in the company's success around the world.

Despite the slump in the global automotive industry the last two years, Honda Canada President and CEO Manabu Nishimae is confident that his company will emerge stronger by providing its usual excellent customer service and remaining flexible in its production, with the addition of a new engine plant in Alliston, Ontario.

"We are utilizing our flexible production line. We adjusted production quantity in order to reach the appropriate inventory level for Honda Canada and our dealerships," Nishimae says.

"We make sure our dealerships understand Honda's philosophy to create the best possible customer experience. We are in an economic recession, but our customers know they are our priority," he adds.

To ensure stability, Honda Canada has also maintained a diverse product range that goes beyond cars. It holds the largest market share in motorcycles and ATVs in the country.

"The power equipment business is very stable and very practical. Lawnmowers, generators and snowblowers all continue to sell well," Nishimae says.

Meanwhile, the popularity of the Civic has boosted business for Honda in Canada. For 12 straight years, the Civic has been the best-selling passenger car in Canada and in 2008 was the No. 1-selling vehicle in Canada.

The success of the Civic inspired the development of new models to boost sales for Honda Canada – the Acura CSX (an entry-level luxury sedan exclusive to Canada) and the Acura MDX (a luxury SUV), both of which have since become best-sellers in the country. The CSX and MDX models are manufactured in Canada.

With Canadian manufacturing capacity of about



Honda Canada President and CEO Manabu Nishimae

390,000 vehicles annually, Honda will be able to streamline its supply-chain, increase local employment and reduce its impact on the environment. Additionally, almost half of Honda's vehicle sales in Canada in 2008 were produced in the country.

"We're becoming a truly Canadian company and are very proud that in 2009 Honda Canada Inc. was named one of Canada's '50 Most Socially Responsible Corporations' in the Jantzi-Maclean's 2009 Corporate Responsibility Report," says Nishimae about a listing published in Maclean's magazine.

In line with its green efforts, Honda developed the Insight, the most affordable hybrid vehicle in North America. It also produced the FCX Clarity, a hydrogen fuel cell electric vehicle that emits only water and was named "2009 World Green Car."

To complement those efforts, Honda of Canada Manufacturing produces engines using molten aluminum derived fully from recycled scrap metal. Its future target is to manufacture all Honda and Acura models with 90 percent recyclability.

The company's ingenuity is also found in its gas-electric vehicles, natural gas and biofuel technology and hydrogen fuel cells.

Looking to the future, Honda R&D teams continue to advance ASIMO (Advanced Step in Innovative Mobility), the life-assistance robot, and a fuel-efficient HondaJet, an aircraft with engine-over-wing design and higher cruising speeds than existing business aircraft.

Over 1.4 million Canadians have benefited from charitable programs funded by Honda Canada Foundation, which supports youth initiatives in the areas of environment, education, engineering and safety.

"We try to locate grantees interested in nurturing awareness among the youth because we believe they will be innovating solutions for these four pillars in the future," says Corporate Affairs Manager Todd Fowler. ♦

www.honda.ca

## Subaru finds power in Canadian drivers

Japanese carmaker Subaru closed out 2009 as the fastest-growing automotive manufacturer in Canada as sales surged a record 27.2 percent from the previous December, backed by its well-designed cars and strong support from headquarters. Subaru also proudly celebrated the sales milestone of 20,000 units.

"We are thankful to our parent company, Fuji Heavy Industries (FHI), for providing the right product. Beyond that, we have total power over our pricing, marketing, dealer development and our people," explains Subaru Canada President and CEO Katsuhiko Yokoyama.

In 2006, Yokoyama unveiled plans to raise annual car sales to 25,000 units by 2010, but the global credit crisis erupted in 2008.

Despite the global slump, Subaru is determined to achieve its ambitious target and appears on track to reach it as the company quickly adjusted its product offerings and pricing to suit the economic conditions. With the repositioning, the company has earned a larger market share in the Canadian marketplace.

North America's growing importance also allows the company to cater to the particular



Subaru Canada President and CEO Katsuhiko Yokoyama

preference of the local market.

"As we sell more in Canada, Japan will pay more attention to this market and listen closely to our product demands," says Yokoyama. The higher demand in North America for larger mid-size cars and more fuel-efficient SUVs led to the launch of Subaru's mid-size Legacy sedan and Outback SUV/CUV (crossover utility vehicle) models.

Subaru also ensures that its new models will continue delivering the highest standards of safety and fuel economy.

"We will keep the Subaru DNA. We won't dilute this by changing body size. Safety and fuel economy are still our priorities and we use the new technology to make sure this remains true and even better in our larger cars," Yokoyama says.

Part of that new technology is the new automatic transmission Subaru calls Lineartronic Continuously Variable Transmission (CVT), which will theoretically allow a Legacy to drive 1,000 km on just one tank of fuel. FHI also unveiled a new hybrid concept vehicle at the Tokyo Motor Show in October 2009.

With those innovations, Yokoyama is confident that Subaru is "the right vehicle for Ca-



Subaru's Outback SUV/CUV model was named the "Best New SUV/CUV Under \$35,000" for 2010.


nadians in all aspects" and has challenged his marketing team to strengthen brand awareness across the country. Efforts paid off as the Subaru Outback received the prestigious AJAC 2010 Canadian Car of the Year Award for "Best New SUV/CUV Under \$35,000" (note: Canadian dollars or ¥3 million).

Since Yokoyama arrived in Canada four years ago, Subaru doubled the sales of its compact Impreza sedan to 800 units a month.


Following a year of records and awards, Subaru Canada hopes to maintain its market share of 2 percent throughout the year through robust marketing of its vehicles and fostering customer loyalty.

"There is no miracle. We will all keep doing common things uncommonly well and we will keep thanking our customers. Their loyalty is also part of our total power," Yokoyama says. ♦


www.subaru.ca



yesterday's dream




today's dream



tomorrow's dream

From the world's first low-emission CVCC engine, to the 2010 Insight Hybrid, to the fuel cell powered FC Sport concept, we're committed to doing our part to help lower emissions, preserve the environment and support our dream of a brighter tomorrow. Because at Honda, we believe in The Power of Dreams. Learn more at [honda.ca](http://honda.ca).





Expect the unexpected.

Well equipped from \$23,995\*

Although the all-new 2010 Subaru Legacy offers everything you'd expect in a leading Japanese mid-size sedan, make no mistake: many features may come standard, but all are far from ordinary. A spacious cabin, desirable interior finishes, class-leading safety systems and remarkable fuel efficiency provide the excellent value and inherent quality you're looking for. But bold exterior styling stands apart from the crowd. And then there's the inspired performance of Subaru symmetrical full-time All-Wheel Drive plus your choice of three potent SUBARU BOXER engines. Thoughtful engineering that delivers seamless power, nimble handling and superior traction – or to put it simply, confidence on any road. Unexpected, uncompromising and uninhibited. It's what pure driving pleasure is all about.

Learn more about the Legacy by visiting your nearest Subaru Dealer or going to [www.subaru.ca](http://www.subaru.ca).

\*MSRP of \$23,995 on 2010 Legacy 2.5i (AA125). †Model shown is 2010 Legacy 2.5i Limited Package (AA21P). MSRP of \$31,995. Freight, PDI, license, insurance, registration and taxes are extra. Vehicle shown solely for purposes of illustration and may not be equipped exactly as shown.



Experienced leadership prepares Mitsubishi for future

Established in 2002, Mitsubishi Motor Sales of Canada Inc. (MMSCAN), a division of Mitsubishi Motors Corporation, entered the mature Canadian automotive market as an unknown and a latecomer.

In a competitive and increasingly fragmented marketplace, Koji Soga, a Mitsubishi Motors executive with almost 38 years of experience, was appointed as president and CEO of MMSCAN in 2006 and tasked with raising sales volume and increasing market penetration.

Under his leadership, MMSCAN has prospered as products were accepted more by Canadians,



Vancouver Mayor Gregor Robertson and MMSCAN VP for Sales and Corporate Planning Tomoki Yanagawa with the Mitsubishi i-MiEV during the presentation of three units of the mass-produced, all-electric, zero-emission passenger car to the city and BC Hydro.

company operations doubled in size and sales volume grew from 10,957 units in 2006 to 19,786 units in 2009.

MMSCAN's success has remarkably continued in the face of a rapidly shrinking market and intensely competitive sales practices by other manufacturers.

Over 2009, when the industry as a whole shrank by 10.7 percent, Mitsubishi's sales rose 6.2 percent. And during the same period, Mitsubishi's market share grew from 1.1 percent to 1.4 percent, a dramatic increase by industry standards.

Soga attributes much of this success to teamwork, praising the tireless efforts of his head office team and the hard work of the Mitsubishi dealers.

That record growth amid a declining market is a reflection of growing acceptance of Mitsubishi products. For example, the 2009 Outlander, a compact SUV, enjoyed a 31 percent sales growth last year.

"The remarkable and continued success of the Outlander is another example of Mitsubishi products that are right for these competitive times," says Soga.

Mitsubishi's Super All-Wheel Control, a drive-

line system on the Lancer Evolution high performance sedan, garnered the prestigious Best New Technology award given by the Automotive Journalists Association of Canada.

To keep its momentum going, MMSCAN is due to launch this year a new compact crossover SUV that is expected to be a high-volume product.

Well known as a world leader in green technology, Mitsubishi's product line also includes an all-electric commuter car, the i-MiEV, which is for sale in Japan and is currently being evaluated in two first-of-a-kind pilot projects in Canada.

Last November, MMSCAN presented the City of Vancouver and BC Hydro with three i-MiEV vehicles for testing and evaluation on city streets.

In January, MMSCAN announced a second major project with Hydro-Quebec and the City of Boucherville, a Montreal suburb. The Quebec trial is the largest of its kind in Mitsubishi history and involves up to 52 vehicles.

Those historical events celebrate the collaboration of Japanese technology and Canadian leadership in advancing the next generation of green vehicles.

Soga plans to bolster



Mitsubishi Motor Sales of Canada President and CEO Koji Soga

MMSCAN's independence from the U.S. division by developing a Canadian parts distribution center due to open in January 2011. He also aims to strengthen Canadian financing services, allowing for a more cost-effective business unit.

Meanwhile, Soga remains committed to providing Canadians with high-quality vehicles and the best possible customer service.

"The trust and loyalty of our customers will make the difference as MMSCAN competes in this challenging market. At this moment the market is not growing, but our efforts over the next five years will be to increase our volume until we're selling between 35,000 to 50,000 units each year," he says.

www.mitsubishi-motors.ca

Bridging markets via lean and flexible manufacturing

For those familiar with the Just-In-Time production principle but don't fully understand it, JIT Automation Founder and President Sam Oishi gives a clear and simple explanation: "It's the principle of reducing the cost of production through the elimination of waste."

Elimination of waste – whether in the form of materials, time or energy – has been vital to the success of many Japanese manufacturers and an idea zealously promoted by Oishi.

JIT Automation's primary concern is the productivity, efficiency and profitability of the international manufacturing community and after almost 30 years in business, it has collaborated with a long list of leading companies.

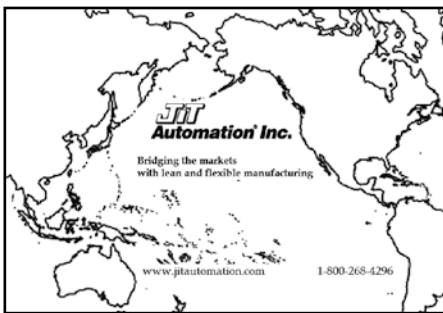
"We are an international company whereby we can transfer manufacturing technology between Canada and Japan, especially for the automotive sector," says Oishi, who has been visiting Japan four times a year since 1982 and promoted several joint ventures between Japanese and Canadian companies over the years.

Being a bilingual company is clearly an asset for JIT Automation and has helped secure long-standing relationships with the Big Three (GM, Ford and Chrysler) and many other leading automotive suppliers.

Oishi, who has also worked with management gurus Dr. W. Edwards Deming and Shigeo Shingo to promote the concepts of kaizen and lean production, pioneered Total Quick Die Change technologies in North



JIT Automation Founder and President Sam Oishi



America as a vital part of the Just-In-Time production system.

Although the downturn in the automotive industry in North America has affected everyone in the supply chain, Oishi remains positive about the future.

"The Japanese have a different philosophy. They strive for lifetime

partnerships and they share their technologies as a team," he says.

JIT Automation provides complete management services, including feasibility studies, engineering assistance as well as staff hiring and training for Japanese manufacturers who wish to build a strong presence in North America.

Oishi continues to bridge the Japanese and North American markets through JIT Automation in Ontario.

"I believe that the No. 1 in Japan is No. 1 in the world and I try to encourage Japanese small- to medium-size companies to do business in Ontario," he says.

www.jitautomation.com

eBOX

Shiseido e-Learning offers an online training program to educate Shiseido beauty consultants about the multi-sensory advantages that distinguish the product line from other skin care lines. Beauty experts who wish to sign up for a Discover Box containing instructions, samples, green tea, and a skin care planner are invited to e-mail [ContactUS@Shiseidoca.com](mailto:ContactUS@Shiseidoca.com)

Japanese External Trade Organization (JETRO) is a nonprofit organization that promotes trade and investment between Japan and other countries around the world. Through branches located in Toronto and Vancouver, it provides Canadian and Japanese companies in Canada with business development and investment support. [www.jetro.go.jp/toronto](http://www.jetro.go.jp/toronto)

Japan Automobile Manufacturers Association of Canada provides information about the Japanese-affiliated auto industry in Canada such as monthly statistics on Japanese-related motor vehicle production in the country, motor vehicle exports and imports, as well as news and insights about its members and the sector. [www.jama.ca](http://www.jama.ca)



Shiseido Canada President Yasuhiro Kawazoe with Shiseido's new Handy Multi-Micro Sensor used for personalizing customer's ideal skin care regime.

flect all nationalities. From a marketing perspective, we interpret that global spirit for a local customer," explains Shigeishi.

The 2010 Winter Olympics will also give Kawazoe a chance to showcase the local success of the brand.

"We need to show the international community that Shiseido is successful in Canada and share Shiseido's quality and service with visitors to Vancouver," he says.

www.shiseidocanada.com



Shiseido's Bio-Performance Super Restoring Cream

Japan's leading companies choose Mississauga for Canadian base

Despite the 12,000 km that separate Mississauga, Ontario, and Japan, the importance of the Canadian city cannot be measured by distance but by its strategic connections. With nearly 80 Japanese companies in the city, it still attracts much of the world's foreign direct investment (FDI) and world-class Japanese companies.

FDI is a key component in any broad-range economic development strategy and Mississauga's connections with top Japanese companies are a strong testament to the city's success. Canon, Mitsubishi, Fujitsu and Takeda are just a few examples of that success.

Further illustrating its strong ties with Japan, Mississauga is proud to call Kariya, Aichi Prefecture, its sister city for more than 25 years.

On a global scale, Mississauga ranks highly as a top location for economic development. The city made the list "Large City: Top 5 Best FDI Strategy" in North America, published by fDi Magazine, a division of the London-based Financial Times.

Mississauga was the only Canadian city to make the Top 5 in that category. The ranking considered the following criteria: staff, initiatives dedicated to facilitate inward investment, information on high-growth sectors, a description of incentives available to investors, as well as high-profile and world-class sites available for investors.



Commemorative Kariya Park in the City of Mississauga

With a highly coveted triple-A credit rating (as classified by Standard & Poor's for the fifth straight year) and considered Canada's safest city, Mississauga has attracted the attention of a growing number of business executives who decide on the location of their companies.

With a population of 730,000, Mississauga has emerged as a highly innovative business center with 61 U.S.-owned and 50 multinational Fortune 500 head offices. And with 21 nearby universities and colleges, all within commuting distance, the city is well positioned to provide any company with a skillful workforce in the growing knowledge-based sectors today and in the future.

www.mississauga.ca/business



City of Mississauga Mayor Hazel McCallion

Shiseido personalizes skin care with service and science

As shopping patterns shift across Canada, Shiseido has improved its counter service in department stores and raised its visibility in convenient, open sell environments.

"We're trying to make the shopping experience more service-oriented. The small gestures that show respect for the product and respect for the person," says Shiseido Canada President Yasuhiro Kawazoe.

At the core of this improvement, Shiseido developed a handheld multimicro sensor that reads the skin type of customers and suggests products based on an individual's skin type, stage of aging and even melanin deposits.

A detailed customer database also depens a beauty consultant's understanding of how Canadian consumers shop for skin and beauty products.

Developed in Canada, Shiseido's revolutionary "e-Learning" program educates its beauty consultants via a sense-based interactive online program used with a Japanese-style kit containing product samples.

"Using all five senses, we are educating our beauty consultants by giving them the knowledge of what distinguishes our brand from our competition," explains Director of Marketing Elaine Shigeishi.

Kawazoe also oversaw the launching of Future Solutions LX, a new premium line that helps suppress premature aging.

Targeting women who buy premium skin products, Future Solutions LX delivers the benefits of Shiseido's Japanese technology.

Canada's generally dry climate and its diverse racial profile also provide Shiseido with a valuable position to sell its wide range of products.

"We are a global brand and re-

From Sakai to Canada, Sharp continues going green with more screen

Under the leadership of Carmine Cinerari, Sharp Canada successfully capitalized on the Japanese giant's reputation for innovation to grab the highest market share for Sharp LCD TVs outside of Japan over the past five years and figure among the top of the company's subsidiaries around the world regardless of market size.

Cinerari, who joined Sharp Canada as a product manager in 1997 and helped launch the AQUOS brand, attributes the electronics maker's continued growth and success to a "triple play" of "amazing innovations from the corporation, quality marketing at the local level and a dedicated team with a focus on customers."

With over 35 years of marketing everything electronic in Canada – from the first calculator to the latest LCD TV, Sharp understands that it needs to remain current and relevant in the Canadian market. The company continues to attract clients by offering technology and tailored solutions to meet ever changing consumer and business needs.

"Based on a flat, flexible organization, we are able to employ our wide range of products to meet customers' needs," says Cinerari.



Sharp Electronics of Canada President Carmine Cinerari

As an example of the company's total solution, Sharp is able to enhance the latest multifunction printer with OSA (open systems architecture), combined with an LCD monitor and software.

The urgency to stay current has driven Sharp to continue adopting leading edge technology.

In Sakai, Osaka Prefecture, Sharp unveiled its latest breakthrough with the recent opening of the world's first manufacturing facility that uses 10th-generation glass substrates, which measure 2.88 meters by 3.13 meters, for its LCD TVs.

The Sakai facility brings the world two environmentally friend-

ly products: energy-saving LCD panels and energy-generating solar panels.

Sharp plans to make Sakai a super-green facility by using 100 percent LED lighting, employing solar panels for electricity, recycling all water used on site and much more. Approximately 100,000 LED lights are installed throughout the complex, the most of any facility in the world.

"This year, we can launch 40-inch and 60-inch screens that are very technologically and cost competitive. With Sharp, the evolution of LCD TV continues. Sharp will bring exciting innovations to the world and we look forward to marketing them effectively in the Canadian market," Cinerari says.

www.sharp.ca



In Canada, Sharp has the largest market share in LCD TVs.



i-MiEV Sport concept shown.



We've dominated Dakar. Global warming, you're next.

We've conquered some of the Earth's most grueling terrain so we know a thing or two about going the distance. Our next challenge will take us even farther. With breakthrough innovations like the iMiEV, Mitsubishi is making the changes necessary to create a sustainable future. We've developed an electric engine that travels up to 160 kilometers on a single charge, with zero emissions while driving. It's the perfect marriage of environmental responsibility and Mitsubishi's excellence in driving performance. Now we can all feel good about the road ahead.

www.mitsubishi-motors.ca

Miner supports initiative to protect our "greatest resource"

Zinc deficiency affects about a third of the world's population and contributes to the death of almost half a million children every year.

The International Zinc Association (IZA) aims to reverse this trend by boosting the availability of zinc supplements for children worldwide. Teck Resources Ltd., as a member of the IZA, is a leader of this initiative.

The initiative called "Zinc Saves Kids," created by UNICEF and the IZA, will raise funds to pay for adding zinc supplements to nutritional programs in Africa, Asia and Latin America.

"Children are our greatest resource. They are our responsibility and our future and Teck Resources is committed to raise awareness of zinc deficiency and to raise funds to help solve the problem," says Don Lindsay, president and CEO of Teck Resources and current chairman of the IZA.

"The IZA and Teck Resources hope that companies and people in Japan will join the 'Zinc Saves Kids' campaign as we work together to improve the lives of children around the world," Lindsay adds.

The effort by the IZA to improve nutrition and health for children worldwide deserves support from every segment of society.

"These are preventable deaths and we intend to support this partnership between IZA and UNICEF to eliminate zinc deficiency," says Lindsay.

In a complementary program to the Zinc Saves Kids initiative, IZA will promote the use of zinc-fortified fertilizers in regions where soils do not provide an adequate supply of dietary zinc to crops such as wheat, rice, corn and fruits.

Teck Resources is Canada's largest diversified resource company and is headquartered in Vancouver, British Columbia. It is committed to responsible mining and mineral development with major business units focused on copper, metallurgical coal, zinc and energy.

www.teck.com; www.zincworld.org



Don Lindsay, president and CEO of Teck Resources and current chairman of the International Zinc Association



SAKAI: Sharp's Manufacturing Complex For The 21st Century

Sharp is proud to announce that operations have begun at the first manufacturing facility in the world to employ 10th-generation glass substrates for LCD TVs. Located just outside of Osaka, Japan, the Sakai complex will be Super Green, and bring the world two environmentally-friendly products: energy saving LCD panels and energy generating solar panels.

Sakai is a driving force behind Sharp's continued effort to realize a greener society through the manufacturing of technologically advanced, environmentally-friendly products.

With Sharp, the evolution of LCD TV continues...

<sup>1</sup> Glass substrate size: 2.88m x 3.13m



sharp.ca

We're in business for life.

Proper zinc nutrition will help save many of the 450,000 children who die annually from zinc deficiency.

To learn more go to: [www.zinc-health.org](http://www.zinc-health.org)



Teck