



World Eye Reports

The United Kingdom

40th
1613-2013
Four Hundredth
Anniversary
of Japan-British
Relations
www.japan400.com

www.worldeyereports.com

Celebrating and strengthening the U.K. – Japan relationship



As one of the world's most dynamic cities, London's skyline is constantly evolving. The Shard, at London Bridge, reaches a height of 310 meters and is the tallest residential building in the European Union.

There is cause for celebration in the United Kingdom of Great Britain and Northern Ireland (U.K.) and Japan this year, as 2013 marks the 400th anniversary of diplomatic, trade, scientific and cultural relations between the two countries. It is also the 150th anniversary of U.K.-Japan academic interaction.

The U.K. and Japan are both island nations with proud histories, highly sophisticated cultures and monarchical parliamentary governments. Japan is the U.K.'s most important ally in Asia. With its business-friendly environment, the U.K. is Japan's gateway to Europe.

Britain continues to enjoy strong ties with its allies in East Asia. One

of five permanent members of the United Nations Security Council and a founding member of the North Atlantic Treaty Organization (NATO), its connections with Japan date back to 1613 — when the ship HMS The Clive reached the island of Hirado in southwest Japan.

Bearing official letters and gifts from King James I, the visitors re-

ceived a warm welcome from the Japanese shogun and were allowed to establish a trading post there. Centuries later, in 1863, five young men from the Choshu clan (including Hirobumi Ito, who would become Japan's first prime minister) arrived in London. These Fathers of Japanese Modernization studied in the U.K. Today they represent the start of U.K.-Japan academic interaction.

"Our young men avidly studied in the U.K. and applied what they learned to the process of modernization," says Keiichi Hayashi, Japan's ambassador to the U.K. "They studied the concepts and workings of the U.K. parliamentary system as well as its technology in engineering, architecture, shipbuilding and other subjects. Today, Japan and the U.K. enjoy a flourishing trade, investment and cultural relationship based on shared values of democracy and the market economy."

Nicolas Maclean, co-chairman of the Japan400 commemoration committee, underlines the importance of the anniversaries: "The 400th anniversary of the start of Japanese-British diplomatic, trade, scientific and cultural relations and the 150th anniversary of the arrival of the 'Choshu Five' remind us of the foundations of our present relationship. They provide a springboard for future partnership and inspire us through their colorful accounts of great human endeavors."

This future is being forged through ongoing negotiations for a Japan-EU Economic Partnership

Agreement, which the U.K. is actively supporting. The agreement has the potential to bring significant economic gains for the European Union and the U.K., while strengthening economic links to East Asia.

"The U.K. and Japan are historically very strong partners with a close bilateral and trade relationship," says the U.K.'s trade and investment minister, Stephen Green. "Last year we launched our first

U.K.-Japan Strategic Dialogue, led by the foreign secretary, William Hague. It focused on the topical international issues that affect both countries."

Hayashi concludes: "Japan and the U.K. share the same values and interests while bearing similar responsibilities in the international community. It is crucial that Japan consolidates and strengthens its relationship with the U.K. in the future." ♦



Choshu Five, 1863. (Clockwise from top-left) Kinsuke Endo (Father of the Yen, Japan Mint), Masaru Inoue (Father of Railways), Hirobumi Ito (First Prime Minister), Kaoru Inoue (First Foreign Minister), Yozo Yamao (Father of Engineering)

Japan and the U.K. share the same values and interests while bearing similar responsibilities in the international community."

— KEIICHI HAYASHI
Japanese Ambassador
to the United Kingdom



THE EMBASSY OF JAPAN IN THE U.K.

Putting the U.K. in the picture

As one of the world's first SLR camera manufacturers and with over 90 years of experience in the field of optics, Nikon continues to take the lead in developing the photography market in the U.K.

Nikon is the leading camera brand in the U.K. and continually achieves record sales — having sold over 900,000 cameras last year. Hidehiko Tanaka, managing director of Nikon U.K., is committed to building on the company's reputation as the camera equipment brand of choice.

"Whilst the U.K. is a price-conscious market, Nikon holds the No. 1 position in the U.K. digital camera sector," says Tanaka. "Nikon is known for its quality products and servicing, and is used by leading professional photographers and aspiring amateurs looking to get the best results."

"We understand that our customers invest in Nikon — both financially and emotionally — so we're keen to ensure that they get the most from their products and, ultimately, have a positive experience with the brand," adds Tanaka.

The company is also taking steps to inspire and educate its customers on the capabilities of their Nikon

products through an enhanced training program, known as the Nikon School.

"Our photography training has stepped-up in the U.K.; we are taking a proactive approach to help customers understand their cameras and develop their photography skills," he explains.

On the topic of smartphones, Tanaka says: "As the number of people taking photos with their phones increases, more people are developing an interest in photography. We see this as an opportunity; once the interest has developed, budding photographers will soon realize the limitations of their phones and appreciate the need for high-quality lenses and sensors to capture stunning images."

From Coolpix compact cameras, to the Nikon 1 system — advanced mirrorless cameras with interchangeable lenses — every new product launch contributes to Nikon's success in the U.K. In January, the company launched the new



Hidehiko Tanaka, managing director of Nikon U.K.

Nikon 1 S1: a stylish, easy-to-use camera that is housed in one of the world's smallest bodies and offers some of the fastest continuous shooting capabilities for any camera in its class.

"We want people throughout the U.K. to enjoy taking photographs," says Tanaka. "The U.K. is full of color and beautiful scenery. Our customers enjoy using our cameras and equipment to take photographs. At Nikon, we will continue to help develop our customers' passion for photography." ♦
www.nikon.co.uk

Global reach, local touch

NNR, a division of the Nishitetsu Group, has enjoyed organic growth in the logistics arena for over 100 years. Today, the group serves over 1 million customers every day. NNR Global Logistics U.K. was established over 30 years ago. The company's proven recipe for success has recently delivered record growth in consecutive years.

With three warehouses and office facilities in London (close to Heathrow Airport's Terminal 4), Manchester and Glasgow, NNR U.K. provides comprehensive logistics solutions across all modes of transport. All products are managed according to business plans endorsed with AEO, ISO9001 and ISO14001 certification.

"NNR U.K.'s customer-focused approach to supply chain management and our comprehensive freight solutions offer value to our customers across the U.K.," says Junichi Ogata, the company's managing director.

NNR U.K.'s achievements were highlighted on Jan. 17 this year at the British International Freight Association (BIFA) annual awards ceremony in London, with NNR winning the prestigious Air Freight



Lee Griffiths, NNR U.K.'s director; **Junichi Ogata**, managing director of NNR U.K.

Award. The award recognizes the company's commitment to customers by providing services that reduce lead time, remove inventory cost and add value through optimized products.

"We are very proud to have been voted 'Best in Industry,'" says NNR U.K.'s director, Lee Griffiths. "The award reflects our team's focus and dedication to customers. We will continue to develop synergies within our business by merging our Japanese management's global strategy with our local knowledge of the U.K. market."

NNR's global online tracking and inventory control services are delivered by NNR PowerNET software, which provides customers with automated alerts and an extensive array of reporting tools. In the near future, PowerNET will be complemented by an additional inventory control suite from Manhattan Associates as the range of NNR's products and solutions are expanded in a strategic drive toward contract logistics.

"We offer award-winning solutions and stable, dependable and reliable services," says Ogata. "We are dedicated to providing robust 'just-in-time' solutions to streamline our customers' supply chains. NNR will continue to focus on efficiency and sustainability as we plan to move our company forward for the next 100 years." ♦
www.nnr.co.uk

Innovative technologies for all of Europe

Established in 1921, Mitsubishi Electric is a world leader in electrical and electronic equipment. The company's solutions include information processing and communications, consumer electronics, industrial technology, transportation and building equipment. The company's success in Europe continues to be directed from its headquarters in the U.K.

"While we focus on moving the company toward the next stage of its growth, we recognize each European country's uniqueness," says Kei Uruma, Mitsubishi Electric Europe's president and CEO. "We understand the dynamics of each market and adapt our business approach to each country. We embrace challenges and generate opportunities by communicating with our customers and partners to create ideas, and ensure the continuous improvement of our business."

The air-conditioner and heat-pump sector remains an important and growing part of Mitsubishi Electric Europe's focus. The company currently has a top-three share in almost all markets in Europe in these sectors, and is

committed to maintaining or improving these positions.

"We manufacture air-conditioners and heat pumps in the U.K., with an R&D center in Edinburgh next to the factory," says Uruma. "We are researching air-to-water technology and developing products suitable for the European market."

Catering to the growing automotive sector, Mitsubishi Electric manufactures automobile parts in the Czech Republic. Equipment for the automotive sector includes starter motors, alternators, navigation systems and rear seat entertainment systems.

The company is also positioned firmly at the forefront of environmental technology. The company's Eco Changes drive and Environmental Vision 2021 aim to reduce its emissions by 30 percent over the next eight years.

"We will continue to communicate with our customers and exceed their expectations as we move forward," says Uruma. "From our U.K. headquarters, we will take advantage of the growth markets of Central-Eastern Europe, Russia



Kei Uruma, president and CEO of Mitsubishi Electric Europe

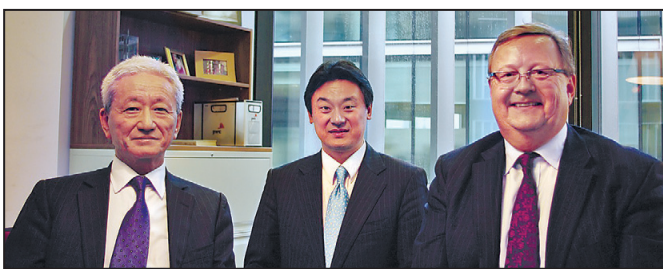
and Turkey. We just established a subsidiary company in Istanbul last year. We aim to grow Mitsubishi Electric by working closely with our partners across the continent." ♦
www.mitsubishielectric.eu

Moving the U.K.-Japan relationship forward

With member firms in 158 countries, PwC (Price-waterhouseCoopers) has become a world-leading provider of industry-focused assurance, tax, advisory and consulting services. The firm's global Japanese Business Network ("JBN") assists Japanese companies in overseas markets, while also advising non-Japanese companies investing into or trading with Japan. With over 70 professionals who specialize in working with Japanese companies, PwC's JBN in the U.K. is committed to supporting U.K.-Japanese business relationships.

"Japanese multinational companies are continuing to make new investments in the U.K. and increase their existing investments," says Nick Woodford, co-lead partner of the JBN in the U.K. "More partnerships, joint ventures and mergers and acquisitions are taking place involving U.K. and Japanese companies, and our JBN service plays an important role in facilitating and supporting our clients' business transactions."

PwC provides services to more than 350 Japanese clients in the U.K. and the JBN offers sup-



(L to R) **Hiroiyuki Suzuki**, territory senior partner for PwC Japan; **Yukinori Morishita**, advisory consulting partner; **Nick Woodford**, tax partner

port through its global network of member firms, including PwC Japan.

"We support an increasing number of Japanese clients entering international markets," says Yukinori Morishita, co-lead partner of the JBN. "The JBN enables us to create value for all of our clients. As an attractive capital city and international finance center, Japanese companies recognize the important role London plays on the world stage."

Faced with economic uncertainties and the need to embrace rapid transformational change, the U.K. and Japan share similar challenges. To overcome its economic challenges and meet the demands of an increasingly complex global business environment, Japan is

seeking to transform its economy and revitalize its corporate sector. The success of the Japanese economy is of vital importance to the global economy, and PwC is committed to helping Japanese businesses adapt and grow.

"PwC is committed to supporting clients across the challenging markets in which they operate through our comprehensive global network," says Hiroiyuki Suzuki, territory senior partner at PwC Japan. "There is positive sentiment in Japan regarding the U.K. business climate. As Japanese businesses continue to enjoy a warm welcome in the U.K., we will play our part to ensure the U.K.-Japan relationship continues to move forward." ♦
www.pwc.co.uk



Nikon School is located at our new Nikon 'Centre of Excellence' in the heart of London, just two minutes from Oxford Circus. To find out more or to book a course visit nikon.co.uk/training

Nikon School

Nikon
At the heart of the image

The United Kingdom

A global solutions partner for advanced technology

JEOL's experience in imaging and analysis is unmatched. The company has six offices across Europe. In the U.K., JEOL supplies scanning and transmission electron microscopes, mass spectrometers, nuclear magnetic resonance spectrometers and semiconductor tools for scientific and industrial purposes. From its office and demonstration facility in Welwyn Garden City, Hertfordshire, JEOL U.K. supports the country's major industrial sectors and supplies leading technology to its scientific and research communities.

"Research and scientific study are very important factors to create seeds for future business and technology in many European countries," says JEOL U.K.'s managing director, Yuichi Matsumoto. "The U.K.'s leading universities and research institutions enable the country to remain at the forefront of scientific research. We are proud to work with many of the U.K.'s top academic institutes, such as the University of Oxford, with professors Angus I. Kirkland and Peter D. Nellist, and the Uni-

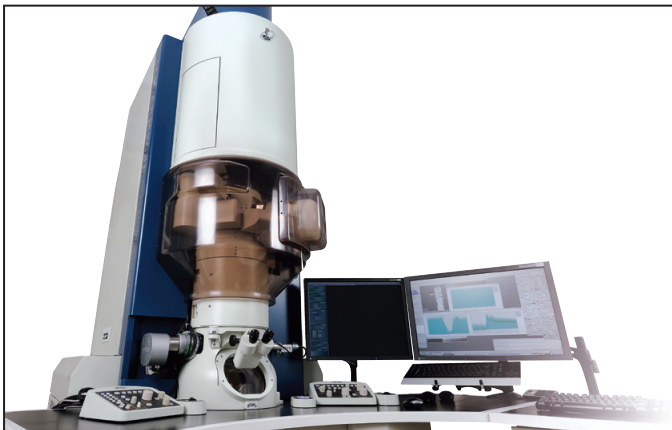
versity of York, with professors Edward D. Boyes and Pratibha L. Gai, and we continue to strengthen our ties with other U.K. institutions."

In 2007, JEOL U.K. supported the establishment of the York JEOL Nanocentre with the University of York, the regional development agency Yorkshire Forward and the European Union.

In addition to focusing on the public sector and national research institutions, the company also supports and supplies equipment and training to private sector firms in the pharmaceutical, electronics, automotive manufacturing and industrial sectors. JEOL U.K. works closely with companies developing new technologies and invests in technology-driven start-up companies throughout the U.K.

JEOL U.K. is dedicated to supporting its partners through training courses, which are designed to familiarize both new and experienced users with alignment, operating functions and applications of JEOL instruments.

"We are the market leader in



JEOL's ARM200F Transmission Microscope has achieved a scanning transmission image resolution of 0.08 nanometer, the highest in the world among commercial transmission electron microscopes.

the U.K. and Ireland in the electron microscope market, and we continue to develop relationships with both public and private sector players," says Matsumoto. "We would like to see further innovative collaborations and joint projects in key scientific fields between the U.K. and Japan."

"There is an affinity between

both countries, which is based on our long history and understanding of one another," he stresses.

"JEOL U.K. will continue to encourage new projects and public and private sector partnerships between the U.K. and Japan as we strengthen our own economic and academic ties." ♦

www.jeoluk.com

Unique approach spells success in the U.K. market

Part of the global Kyocera Corp. and recognized — most recently by Gartner — as one of the world's leading companies in its sector, Kyocera Document Solutions has 16 sales companies operating in Europe.

Social and environmental responsibility is embedded into every aspect of Kyocera Document Solutions. The company has won a range of awards for its work with clients. Similarly, its products — based on the company's innovative Ecosys sustainable print technology — have received the leading environmental awards Blue Angel and Nordic Swan.

As secure document management continues to play a vital role in today's business environment, Kyocera's solutions enable private printing and the secure delivery of documents through user recognition technology.

Headquartered in Reading, the company is celebrating its 25th anniversary in the U.K. this year. It has grown organically over 77 percent in the last three years. It has a support center in Milton

Keynes and a "technology suite" in London. Another such suite will be opened in Manchester later this year.

In the U.K., Kyocera has maintained an indirect approach: It has built up a strong network of authorized distributors, channel partners and resellers. In this way, it can provide users across all sectors with a comprehensive product and solutions portfolio along with exemplary customer service.

"The U.K. is a unique market for Kyocera," says Kyocera Document Solutions U.K.'s managing director, Jun Okumura. "We take a distinctive approach to doing business here."

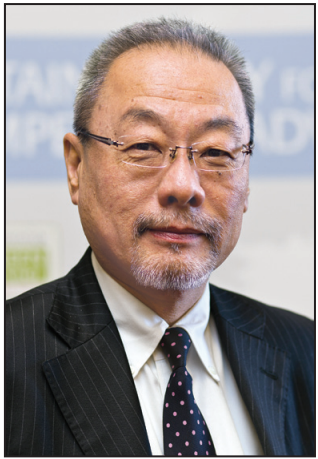
"We are recognized globally as a leader in managed document services," he explains. "Our methodology was awarded the Managed Print Services Association's (MPSA) Leadership Award for Best Practices in 2012. Our range of printers and multi-functional devices (MFD) regularly receive independent accolades and glowing reviews."

"We are celebrating our 25th



We are recognized globally as a leader in managed document services."

— JUN OKUMURA
Managing Director



KYOCERA

anniversary in the U.K.," Okumura continues, "and our strong growth and great success is due to our network of channel partners. Our company does not sell directly to consumers in the U.K., but instead works with partners. Our end-users are assured of best-of-breed technology and excellent customer support at all times."

"The U.K. is very different from

other European markets," he concludes. "We are the second largest market for Kyocera Document Solutions in Europe and account for over 15 percent of total European sales. In the next 25 years we intend to remain dedicated to growing our business through our commitment to our customers." ♦

www.kyoceradocumentsolutions.co.uk

Customers come first at Isuzu Truck

"On my first visit to Japan, I fell in love with the country, the people and Isuzu trucks," says Nikki King OBE, the first female managing director of a commercial vehicle manufacturer in the U.K.

Today, Isuzu Motors produces more light-to-medium-weight trucks than any other manufacturer in the world, and is well-positioned to take on the challenging European market. Durable, practical and reliable, Isuzu trucks are in high demand in the U.K., and King is continuing to drive the company forward.

Established in 1996, the company's U.K. headquarters in Hertfordshire is a purpose-built marketing and sales operation hub with a technical center dedicated to training service technicians.

"Retaining customers is fundamental to our business," says King. "We have achieved a 68 percent repeat-buy rate compared with the industry standard of 18 percent. We have won national and international awards. Today, countries such as Australia and Thailand are adopting our CARE approach to customer service."

CARE (Customer-facing, Always-listening, Reliable and trustworthy, Efficient and friendly) is Isuzu's own award-winning sales and after-sales customer service program.

"We sincerely believe that the customer comes first at Isuzu," says King. "Our unique, all-en-



ISUZU TRUCK UK

Isuzu Truck (UK) has grown from strength to strength with dealers spread far and wide throughout the U.K.

compassing CARE program ensures that we build the right vehicle for our customer's activities. Then, throughout the vehicle's warranty period, we continue to contact customers to ensure they are happy with their vehicles and the services they are receiving from us and our dealers."

The company's current product range consists of rigid chassis/cabs from the Gafter 3.5 ton range, and the Forward range at 5.0, 6.2, 7.5 and 11 tons. All U.K. Isuzu trucks are manufactured in Japan and assembled in Portugal.

Isuzu trucks are proven workhorses that are sold throughout

the world and have an enviable reputation for reliability and durability. This reputation has helped to ensure the company's success in the U.K. Some of Isuzu's largest customers include Argos, Travis Perkins and Palmer and Harvey. In fact, Isuzu U.K.'s fleet sales account for 60 percent of its business today.

"We are dedicated to ensuring Isuzu remains a leader in the U.K. market," says King. "Through our close relationship with our Japanese bosses, we intend to continue growing our business in the U.K." ♦

www.isuzutruck.co.uk



GREENBACK ALAN

Jon Fisher, partner; Gaku Sato, accountant and senior Japanese liaison officer.

Supporting the growth of Japanese businesses

Corporations in any country need partners who anticipate needs, rather than simply react to them. London-based chartered accountants Greenback Alan offer just that through a combination of local U.K. expertise and a network of international associates. In particular, the firm has worked with the Japanese business community for more than 20 years to become one of the major providers of accounting and tax services to Japanese companies in the U.K.

Clients range from multinational corporations to owner-managed businesses, professional partnerships and private individuals, and the firm offers a comprehensive and tailored suite of services that includes audit and assurance, financial statements, bookkeeping and a variety of management accounting services.

It also works with companies involved in cross-border transactions, and advises on international double-taxation treaties, transfer pricing, compliance, company strategy and financial control.

Greenback Alan has a special focus on working with Japanese companies looking to expand in the U.K. "I'm extremely pleased with the close relationships we've built and maintained with our Japanese clients," says Stephen Dabby, managing partner at the firm. "We are able to get to the

core of any complex client issue, and make it understandable and accessible."

"Through our Japanese Department, we are committed to the long-term aims and expectations of our Japanese clients," he continues. "We understand what these companies require as they operate in the global business environment."

Greenback Alan's dedicated Japanese Department offers a rare combination of technical, language and cultural expertise, eliminating the "middle-man" between client and adviser wherever possible. This is particularly appreciated by new and smaller Japanese subsidiaries looking for direct support in Japanese.

"Japanese expatriate managers quite rightly want to focus on building their businesses," says Jon Fisher, the firm's bilingual Japanese Department partner, "so a professional adviser who understands the viewpoint of their head office in Japan is a valuable ally."

Looking forward, Greenback Alan is fully committed to strengthening its support for Japanese businesses, and the wider Japanese community in the U.K., and to bridging the "culture gap" between Japanese and European business practices to create efficiency and satisfaction for all its clients. ♦

www.gbllp.com

Eyes open, protecting clients in the world's premier financial center

Founded in 1879, Tokio Marine Group is recognized as Japan's oldest insurer as well as one of the largest property, casualty and marine insurers in the world: employing circa 33,000 people in 38 countries and regions. The group has an international network of offices located across Europe, the Americas, the Middle East, Asia and Oceania.

Tokio Marine Europe Insurance (TMEI) is the European arm of the group, with offices located in the U.K., France, Germany, Spain, Belgium, the Netherlands and Italy. The group has two other insurance operations in London: namely Kiln and Tokio Millennium Re (U.K.). While Kiln manages four syndicates writing specialist risk portfolios in the Lloyd's market, Tokio Millennium Re (U.K.) underwrites treaty reinsurance.

Having previously worked in Japan, Mexico, Belgium and the U.K., TMEI's CEO, Yusuke Otsuka, understands the competitive nature of the global non-life insurance market and the pivotal role of the London financial market in international commerce.

"London provides a truly international and open environment in which to do business," says Otsuka. "Today, the U.K. accounts for 35 percent of TMEI's European business. Our



TOKIO MARINE

Tokio Marine and Fire Insurance Company London Office, 1890s

aim is to protect our clients' businesses by providing effective, tailored insurance solutions coupled with our proven excellence in risk engineering and claims management. Our priority and focus at TMEI is client satisfaction, while build-

ing lasting relationships as a risk solution partner."

TMEI's reputation as a leading commercial insurer has been gained through solid underwriting expertise, financial strength and an excellent security rating.

"We work in a highly competitive industry, and it is vital that we develop a spirit of trust with our European customers," says Otsuka. "My philosophy is to never close my eyes when faced with a problem, to learn quickly from any mistakes and to never give up in pursuit of our goals."

"We have introduced this philosophy throughout our European offices with great success," he concludes. "To ensure that we work effectively, we aim to achieve both employee satisfaction and customer satisfaction in equal measure. In this way, our employees can deliver the best solutions and service to our clients." ♦

www.tokiomarine.co.uk



TOKIO MARINE

Tokio Marine Europe Insurance Ltd., Management Team, 2013

Japan plays vital role in U.K. energy market reform

With an aging energy infrastructure that needs replacement and extending over the course of this decade, the U.K. is embarking on the most ambitious redesign of its energy market in living memory. Japanese companies have played

an increasingly important role in this in the past few years: investing in the country's energy infrastructure and imparting their technological knowhow in the prelude to this sweeping renovation.

"It is estimated that the country needs over \$130 billion of invest-

ment in energy infrastructure in the next decade to keep the lights from going off," says Simon Collins, the chairman of KPMG in the U.K. "This is a massive challenge, which requires substantial investment that the country can't fund by itself."

For years, KPMG has advised

energy companies, investors and public sector organizations in both the U.K. and Japan. There has been a substantial increase of activity between the two countries since Britain embarked on its plans to reform its energy market this year.

"Japanese investors have developed cutting-edge energy technology and, with limited opportunities to build locally, are exporting this intellectual property globally — particularly to the U.K.," says Hideyo Uchiyama, chairman of KPMG in Japan. "KPMG Japan has fully committed to support them. In fact, our energy and infrastructure team is working closely with the U.K. team."

"The security of the energy supply is one of the U.K.'s most pressing priorities, but it has the additional demand of meeting European legislation, which stipulates ambitious reductions in carbon emissions," adds Collins. "Japanese R&D is at the vanguard of low-carbon energy



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— HIDEYO UCHIYAMA
Chairman, KPMG Japan



KPMG

production, and is an important facet in the delivery of this energy agenda in the U.K."

Japan and the U.K. already have a strong trade relationship: Japan is Britain's largest export market after Europe and the U.S., while Britain is Japan's ninth largest market. It is a relationship that KPMG's experts only see growing in the future.

"We are seeing a renewed commitment to the U.K. economy from Japanese businesses in the financial, technology, water and nuclear industries," says Uchiyama. "On the pressing issue of energy supply, Japanese and British businesses are now seeing a unique opportunity to grow profitable trade relations even more." ♦

www.kpmg.com



It is estimated that the country needs over \$130 billion of investment in energy infrastructure in the next decade to keep the lights from going off."

— SIMON COLLINS
Chairman, KPMG U.K.



KPMG

for a greener tomorrow

Applying technological expertise to wide-ranging business activities, Mitsubishi Electric is contributing to sustainable, resource-recycling societies that generate minimal carbon.

MITSUBISHI ELECTRIC
Changes for the Better

www.MitsubishiElectric.com/ecochanges