



World Eye Reports

Canada

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Aerial view of Vancouver — Canada's "Asian Pacific Gateway"

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Asian business and investment flocks to Vancouver

“The Japanese business community has a special place in Vancouver.”

— IAN MCKAY
CEO of the Vancouver Economic Commission



The Vancouver Economic Commission (VEC), which connects businesses and investors to the resources they need to grow their assets in the city. “Companies from Japan and elsewhere in Asia are taking notice most of all.”

Vancouver’s technology, digital entertainment, interactive and green-economy boom are grabbing attention. For example, strengths in these and other knowledge economy sectors, including clean-tech and life sciences, have provided opportunities for Sony Image-

works, which just unveiled a new 6,900-square-meter office downtown alongside Mitsubishi, Fujitsu and Bandai Namco.

Likewise, Capcom’s purchase of Blue Castle and Sega’s acquisition of Relic, together with Nintendo’s recent hiring of local start-up Next Level Games is indicative of the trend.

Vancouver has the second-most competitive tax regime in the western world and a diverse economy that has withstood economic turbulence elsewhere.

It is known as the “Asian Pacific Gateway” — with demographics (43 percent of its population is of Asian heritage) that make it the most Asian city outside Asia.

“The Japanese business community has a special place in Vancouver,” said McKay, who spent over a decade in Japan and speaks Japanese. “It has helped make Vancouver one of the world’s best cities and we are confident that Japan will continue to play a vital role in our economic future.” ♦

www.vancouveconomic.com
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Yoichi Satake, President; and Leo Puntillo, Eastern Region GM and Toronto Branch Manager of Nippon Express Canada

With ‘skin in the game’ in Canada, Japanese manufacturer looks toward celebrating 100 years of world-class technology

Over 40 years ago, NTN Corporation recognized the potential for growth in Canada. Today, NTN Bearing Corporation of Canada (NTN Canada) remains the first and only Japanese bearing manufacturer in Canada.

“We’ve got skin in the game,” said Paul Meo, NTN Canada’s president. “As a company, we’ve remained in Ontario and have streamlined our operations in terms of costs and labor and continue to strengthen our commitment to the business.”

NTN Canada’s manufacturing facility in Mississauga, Ontario has gone through three major expansion phases since its establishment in 1968. The plant now covers 40,000 square meters and



NTN Canada’s headquarters in Mississauga, Ontario

has been operating at maximum capacity since its last expansion in 2003.

“The factory is cost-effective and we are enjoying strong sales within the domestic automotive

sector while also receiving continuous orders for export,” said Haruhisa Yamazaki, vice president of NTN Canada.

Hiroshi Ohkubo, president of NTN Corporation, recently

shifted the company’s global operations into higher gear following the launch of the “NTN 100” initiative.

NTN 100 aims to increase sales across all global market segments and position the company for further growth as it celebrates its 100th anniversary in 2018.

“Our team in Canada fully supports the NTN 100 transformative philosophy and we quickly made it part of our company culture,” said Meo. “In Canada, it begins with our national distributors as we strengthen our network and further develop our industrial after-market sales solutions.”

While many foreign firms in Canada are merging operations with their U.S. counterparts, NTN Canada continues to operate as a successful stand-alone subsidiary.

“We look forward to better serving our customers across Canada,” said Meo. “We’ll continuously improve our sales channels, drive health and safety initiatives and deliver world-class NTN technologies and solutions to our existing and future Canadian customers.” ♦

www.ntnamericas.com



NTN Canada’s manufacturing facility in Mississauga, Ontario covers 40,000 square meters and has been operating at maximum capacity since its last expansion in 2003.

Moving logistics into the future

Nippon Express Canada (NECA) has delivered air and ocean freight forwarding, land transportation, customs brokerage, warehousing and distribution and household removal solutions to clients since 1983. With locations in Toronto, Montreal, Vancouver, Calgary, Edmonton, Fort Erie and Windsor the company has over 31,000 square meters of warehouse space, and is supporting economic development in Canada while strengthening its activities across North America.

“We’re continually growing our business by employing an open approach toward working with our clients,” said President Yoichi Satake. “We’ve diversified our Japanese client base and continue to strengthen the Nippon Express brand in Canada.”

Having previously achieved 4 percent year-on-year growth, 8 percent growth is expected in 2015 through the development of new, nontraditional business opportunities within the automotive, aerospace, perishable goods, as well as in the cold chain, pharmaceutical and retail industries.

“We see opportunities for specialized growth in the Canadian market,” said Leo Puntillo, general manager, eastern region, “Our experience and expertise enable us to support our clients as they expand domestically across Canada, and internationally. These are both demanding and exciting times, yet through our high levels of quality service, we shall develop our business and deliver our capabilities to our clients.”

The company’s recent “XB3300” land-corridor initiative will strengthen connections between Canada, the U.S. and Mexico and support trade across the entire North American continent.

“We’ve adapted to recent challenges and are now successfully delivering new services to our customers,” Satake concluded. “The combination of our first-class ‘Trans-border’ services and our passionate commitment to our clients will enable us to develop our business in line with the continued growth of the Canadian economy.” ♦

www.nipponexpress.com

To know where you’re going you have to know where you’ve been.



Thank you Canada for 50 great years.

Over 4.6 million Canadians have joined the Toyota family during our first 50 years in Canada. In turn, we have created thousands of Canadian jobs in sales, finance and manufacturing and world-leading excellence in our Canadian plants. And, we didn’t stop there. With respect for people and the planet, we introduced advanced technologies that improved fuel-efficiency and enhanced passenger safety. As we look to the future, we will build on our history of innovation to bring Canadians the next generation of fun, safe, clean and quality-built vehicles. Here’s to the next 50 years.



Driving excitement into the Canadian market for 50 years

Celebrating 50 years of success in Canada, Toyota Canada Inc. (TCI) is looking toward the future. Cars designed and built to meet the needs of Canadian drivers, award-winning manufacturing facilities and a customer-focused approach are driving Toyota forward and strengthening its relationship with Canada.

“First, we want to thank our customers in Canada,” said Seiji Ichii, president and CEO of TCI. “Toyota’s success as a highly-admired automotive company within the Canadian market is based on the support of our customers over the last 50 years.”

Having sold more than 4.6 million cars in Canada, a strong commitment to customer satisfaction is at the heart of 50 years for Toyota and its dealerships.

“We enjoy close communication with our 285 Toyota, Lexus and Scion dealerships across Canada,” said Ichii. “Canadian customers demand value and quality and we are driven to deliver the right cars through our extensive network of dealers.”

In addition to the TCI dealers who have proven to be an integral part of the company’s success since 1998, Toyota Motor Manufacturing Canada Inc. (TMMC) plants in Cambridge and Woodstock, Ontario produce almost 50 percent of Toyota vehicles sold in Canada. TMMC builds Canadian favorites such as the Toyota RAV4, the Toyota Corolla, the Lexus RX 350 and RX 450h hybrid.

Toyota produces more cars in Canada than are sold in the Canadian market. Last year, TMMC manufactured more than 570,000 vehicles, 20 percent of which were sold in Canada, with the rest exported to the U.S. market.

Toyota delivers a broad array of vehicles to meet the diverse needs and lifestyles of Canadians. All vehicles offer superior quality, reliability and durability, bold design, exceptional performance and advanced technology that optimizes driver comfort and safety.

“While we deliver innovation and new technologies in our sporty, powerful and versatile car range, we also manufacture in a responsible manner and are recognized as an award-winning ‘green leader’ in Canada,” said Ichii.

TCI also continues to give back to communities across the country through partnerships with universities and organizations ...



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— SEIJI ICHII
President and CEO of Toyota Canada

“We believe in the future of Canada, and Toyota will remain woven into the social and economic fabric of this great country,” said Ichii.

With the company’s success in Canada, TCI also continues to give back to communities across the country through partnerships with universities and organizations such as the Toyota Evergreen Learning Grounds program — which transforms Canadian school grounds into natural learning environments.

“In 1980 we sold 20,000 units, while last year we sold 200,000 units — and our business continues to grow,” Ichii concluded. “In the first half of 2015, we saw a 4.3 percent growth in sales, and we expect this to carry into 2016 as we continue to deliver cars which are reliable, safe and fun to drive. In the future, we look forward to strengthening our business in line with the healthy growth of the Canadian economy.” ♦

www.toyota.ca

Since the introduction of the Toyota Prius in 2000, Toyota has sold more than 100,000 hybrids in Canada. Based on approved government of Canada test methodology, Toyota and Lexus hybrids have saved Canadians almost 260 million liters of fuel and helped avoid over 600,000 tons of CO2 emissions.

cess across the country, Toyota has invested \$7.5 billion in Canada and currently employs 24,000 Canadians. “We continue to invest in our people, our sales-driven dealership network and our manufacturing capabilities,” says Ichii.

Toyota has built more than six million vehicles in Canada

Japan and Canada continue working towards a strong economic partnership

Since the late 1960's, when Japanese companies first entered the Canadian market, they have benefited from Canada's highly skilled workforce, flexible labor market and appreciation for quality Japanese products and services.

Ontario is host to a large number of Japanese offices and manufacturing facilities, while the Toronto Japanese Association of Commerce and Industry (Shokokai) has played a key role in supporting business ties between Japan and Canada.

"The Canadian-Japanese relationship continues to be strengthened by efforts on both sides to continue our cultural and economic partnership," said Toshiaki Maruoka, Shokokai's president. "Toronto has a very multicultural population, and its efforts to welcome investors and companies from across the globe have created a vibrant international business community. Japan and Canada are active trade partners, and Japanese companies in Toronto continue to engage successfully with the Canadian economy across a wide range of business sectors."

Japanese automakers have been particularly successful in Canada. "Japanese car manufacturers have established a sizeable presence in Canada," said David Worts, executive director of the Japan Automobile Manufacturers Association of Canada (JAMA).

"Since 1993, Canada has been a net exporter of Japanese vehicles, and has seen consistent growth in sales and production despite increased competition from Mexico," he continued. "An economic partnership agreement between Canada and Japan will pave the way for an even more prosperous partnership in the future."

The ongoing talks regarding a future Canada-Japan economic partnership agreement (EPA) and the Trans-Pacific Partnership (TPP) are expected to result in accords that would boost trade opportunities between Japan and Canada significantly.

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— KENJIRO MONJI
Japan's Ambassador to Canada



JAPANESE EMBASSY IN CANADA

EPA and the negotiation of the TPP," said H.E. Kenjiro Monji, the Japanese ambassador to Canada. "Future LNG exports to Japan and mutual cooperation in science and technology are also creating closer economic ties."

Canadian federal and provincial government bodies are actively strengthening ties with Japan and the rest of Asia. Created by an act of Parliament in 1984, the Asia Pacific Foundation of Canada (APF) seeks to bridge Canadian public and private entities with organizations in Asia to promote economic and cultural cooperation.

"As a nonprofit organization focused on Canada's relations with Asia, our mission is to be Canada's catalyst for engagement with Asia and bridge Asian countries with Canada," said Christine Nakamura, director of public relations, marketing and policy coordination at the APF. "We continue to actively promote Canada's refocus on the country's relationship with Japan."

Kazuo Nakamura, executive director of JETRO Toronto, is confident Japan and Canada will continue to build on their close friendship and create opportunities together.

"Since Canada and Japan's trade relationship is complementary, there are a number of areas in which both countries can work together," he concluded. "By teaming up with Japan and making use of our strengths, both our countries can grow together; not only in our respective countries, but also in emerging markets." ♦

www.ca.emb-japan.go.jp
www.jetro.go.jp/canada
www.jama.ca
www.asiapacific.ca



An "inuksuk," Vancouver, Canada. These man-made statues have ancient roots in Inuit culture and may have been used for navigation or as reference points.

Strong 'share of the garage' drives Honda into leading position in Canada

Since entering the Canadian market in 1969, Honda Canada has gained the trust of Canadians and earned the respect of the marketplace. Starting out as an importer of motorcycles and first-generation Civics, Honda Canada has

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Jerry Chenkin, president and CEO of Honda Canada, joined Honda in 1975. He was appointed as the first non-Japanese executive to head Honda Canada in 2013 and is responsible for all aspects of the company's business, including the Honda and Acura automotive divisions, Honda Motorcycle, as well as

The Honda Civic has been Canada's top selling passenger car for the last 17 years, and 2014 proved a momentous year for Honda Canada.

its power equipment, ATV and engine businesses. Chenkin also oversees Honda of Canada Mfg. (HCM) as part of his current role.

"Honda Canada and its dealers employ more than 19,000 Canadians, and we have nurtured a

Honda Canada also delivers generators, motorcycles, all-terrain vehicles, lawn and garden products, snowblowers, marine equipment and side-by-side recreational vehicles to the Canadian market.

consistent message regarding the Honda brand in Canada by inspiring employees, dealers and customers to become ambassadors for the brand," said Chenkin. "The more we bring new products to customers, the

more Honda and Canada will grow together."

The Honda Civic has been Canada's top selling passenger car for the last 17 years, and 2014 proved a momentous year for Honda Canada. The company sold its 4 millionth vehicle

and broke its all-time record for annual sales with 172,426 Honda and Acura models sold.

"Our successes are based on our 'Three Joys,'" said Chenkin. "Our customers' joy of buying, our dealers' joy of selling and our joy of creating."

Honda was the first Japanese automotive brand to manufacture in Canada. Today, more than 60 percent of Honda vehicles sold in Canada are pro-

duced at HCM. Their facilities in Alliston, Ontario produce the Civic Coupe, Sedan and Si models, as well as the CR-V and to date has manufactured more than 7 million vehicles. "While other automotive companies refer to their 'share of the


driveway,' we refer to our 'share of the garage,'" said Chenkin. "Synergies are found across our product range and we want our customers to experience the pleasure of Honda ownership."

In addition to its automotive



Our successes are based on our 'Three Joys:' Our customers' joy of buying, our dealers' joy of selling and our joy of creating."

— JERRY CHENKIN
President and CEO of Honda Canada



business, Honda Canada also delivers generators, motorcycles, all-terrain vehicles, lawn and garden products, snowblowers, marine equipment and side-by-side recreational vehicles to the Canadian market. Honda Canada recaptured the number one position as best-selling motorcycle brand in Canada last year.

"In line with our clear objectives, we've developed a remarkable, symbiotic partnership with our dealers across Canada," said Chenkin. In fact, the Canadian Automobile Dealers Association recently awarded Honda Canada with the highest overall

Planting the seeds of future growth

Kubota has developed a reputation for productive, high quality and performance-driven tractors and construction equipment designed to "get the job done." A strong dealership network and countrywide brand promotion initiatives have enabled Kubota Canada Ltd. (KCL) to strengthen its position within the competitive Canadian market.

"We're working hard to build on our successes in Canada," said Bob Hickey, KCL's president. "Our products are well-suited to the tough jobs in Canada's key markets such as petroleum, mining and farming."

KCL delivers tractors, utility vehicles, mowers, excavators, track loaders, skid steer loaders, track carriers, wheel loaders, hay tools and crop care implements to privately owned businesses and large and small-scale farms and properties. KCL has over 150 dealerships across Canada and their high level of customer service continues to be a key component of KCL's growth.

"It's important for our dealers to be close to our customers," said Hickey. "We're seeing an increase in the number of exclusive Kubota dealerships, while also avoiding the 'big dealership' approach. Whenever and wherever our customers need us, we want to be there for them with an entrepreneurial dealer network motivated to meet their needs."

Through its continued efforts and partnerships with organizations such as the Canadian Football League, the Kubota brand with its dis-



Bob Hickey, President of Kubota Canada and the M7-171, Kubota's most powerful and high-tech tractor to-date. The three new mid-range tractor models: M7-131, M7-151 and M7-171, feature robust performance, easy operation, technological advances, sophisticated styling and best-in-class base weight.

tinctive orange set "K" logo is becoming very well-known in Canada.

"The Kubota brand represents power and emotion and we are always excited to be planting the seeds of our company's future growth," said Hickey.

"We often say our employees and dealers are 'bleeding orange,' because they are so

passionate about Kubota products," he continued. "We are committed to ensuring Kubota grows within the Canadian market and we always ask ourselves: 'What is the next move we can make to drive Kubota forward for the benefit of our Canadian customers, our dealers and ourselves?'" ♦

www.kubota.ca/en

Delivering excellent products and exceptional service

For over three decades, JIT Automation (JIT) has successfully delivered products and services to manufacturers across North America. As the exclusive North American partner of Japan-based SR Engineering, JIT has established long-term clients across the continent.

Today, automotive manufacturers are increasingly shifting production to Mexico, where labor costs are lower than in the north. JIT, in turn, has begun offering premium, total quick die products and solutions in the country.

"We continuously focus and build on the close relationships we've established with our customers," said Timothy Blake, president of JIT. "Following them as they enter the Mexican market. We have established a sales force to provide the same services there that they have come to expect and appreciate from JIT."

As production lines evolve, JIT has likewise adapted its solutions to meet modern-day requirements ensuring minimal production waste. "There's enormous pressure within the automobile industry to meet higher fuel efficiency stan-

dards, so demand for our cutting-edge stamping technologies is rising," said Blake.

JIT products are developed using the *kaizen* concept of continuously improving quality, technology and productivity, while ensuring that manufacturer's production lines operate efficiently.

"Our equipment and solutions are designed to support our international clients, and we deliver machinery for all of them, regardless of their location," Blake explained. "We're optimistic about the future of North American manufacturing as the market undergoes a re-awakening. We intend to remain at the forefront of the industry by ensuring that JIT continues to deliver both excellent products and exceptional service." ♦

www.jitautomation.com

Our equipment and solutions are designed to support our international clients, and we deliver machinery for all of them, regardless of their location."

— TIMOTHY BLAKE
President of JIT Automation



Some of our best thinking in one vehicle.

The all-new 2016 Honda HR-V.



