Asian business and investment flocks to Vancouver

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.

“To be part of this company is a great passion,” said Dr. Shin Takemasa, president of NTN Canada. “As a company, we’ve been fully embedded into the Canadian market. We’ve prioritized our operations in terms of costs and scale and time to strengthen our connections to our North American clients.”

NTN’s Canada manufacturing facility in Mississauga, Ontario, has grown through three major expansions since its start-up in 1968. This plant covers 40,000 square meters and has been operating at maximum capacity since its last expansion in 2003. The factory is not only increasing the domestic automotive sector while also making continuous efforts for export,” said Shin Takemasa, president of NTN Canada.

“We’re constantly improving and innovating, and looking forward to better serving our customers across Canada,” said Dr. Shin Takemasa in a statement.

NTN Canada’s headquarters in Mississauga, Ontario, offers drive health and safety initiatives and delivers world-class technologies and solutions to support our existing and future Canadian market.

Moving logistics into the future

“We’ve adapted to recent challenging times as well as new opportunities, delivering new services to our customers,” said Leo Puntillo, general manager, President and CEO of Nippon Express Canada.

“With the company’s recent ‘XB3300’ campaign for 2023, we continue to strengthen our presence in the appliance and furniture sectors over the past few years,” explained Leo Puntillo, general manager, President and CEO of Nippon Express Canada.

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

— SEIJI ICHII
President and CEO of Toyota Canada

Driving excitement into the Canadian market for 50 years

“Since 1947, today’s Toyota Motor Manufacturing Canada Inc. (TMMC) plants in Cambridge and Woodstock, Ont., have produced 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 450h, and the Toyota Sienna.

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

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

Thank you to everyone who made this possible. To our employees, dealers, communities, partners and everyone who has supported us in our journey, thank you for the support and trust.

Toyota Canada

Japan's national brand

— JIM MURPHY
President of Toyota Canada
Canada and Japan continue working towards a strong economic partnership

S

t twice in the 1960s, a small Jap

ese company first entered

Canada. Since then, Honda

Canada and its dealers have

benefited from Canada’s high-

ly skilled workforce, flexible labor

market and appreciation for

Japanese products and services.

Ontario is host to a large number of

Japanese offices and manufactur-

ing facilities, while the Toronto

Japanese Association (TJA) and the

Japanese chamber of commerce

(JCC) are the key organizations

in supporting business

ties between Japan and Canada.

“Canada-Japan relations continue
to be strengthened by efforts on both

sides to connect our communities

and economies,” said Toshiaki

Manabe, Shelby, Ontario’s presi-

dent. “Toronto has a very multi-

cultural society, and our

cooperation from across the globe has

come to be an international business

community. Japan and Canada are

active trade partners, and Japanese

investors and companies have

come to view Canada as a key role in

supporting business relations in

North America.

Jerry Chenkin, president and

chief operating officer (COO)
of Honda of Canada Mfg. (HCM) as part of his current

role.

“Japanese car manufacturers have

played a key role in supporting business

relations in North America. Today,

Honda’s sales and production

dominate across Canada and

Japan and will grow for us as

we continue to strengthen our,

connection in the future.”

Since entering the Canadian

market in 1965, Honda and

its dealers have

grown to be a major presence in the

North American automotive

industry. Moving forward,

Honda and Canada will

continue to build on their close

relationship and create opportunities,

through Honda’s strong
dealership network and countrywide

sales and manufacturing. Honda

Canada’s manufacturing

distinctive orange set “K” logo is becoming

very well-known in Canada.

“Kubota branded equipment provides

power and strength and we are always excited to be plant-

ing the seeds of our company’s future growth,” said

Bob Hickie, President of Kubota Canada and the MT-171, Kubota’s most powerful and large-tract

tractor-to-date. The three new mid-range tractor models: MX-133, MX-151 and MT-171, feature

reliable performance, easy operation, technological advances, sophisticated styling and best-in-

class noise level.

Our successes are based on our

customers’ joy of buying, our dealers’ joy of selling and our joy of creating.”

President of JIT Automation

Delivering excellent products and exceptional service

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

5

Kubota has developed a reputation for producing high quality and perform-

ance-driven tractors and construction machinery. Today, Kubota uses

its strong dealership network and countrywide promotion initiatives to

enhance Kubota Canada Ltd. (KCL), and improve its position within the

competitive Canadian market.

“We’re working hard to build on our suc-

cess in Canada,” said Bob Hickie, KCL’s

president. “Our products are well-suited to

the tough jobs in Canada’s busy markets such

as construction, mining and farming.

KCL, delivers: tractors, utility vehicles, mow-

ers, small engines, custom manufactured parts, track
carriers, wheel loaders, hay and bale feed-

ers, crop applications for precision, custom

hobby and small-scale farms and properties.

KCL has over 370 dealerships across Canada and

their high level of customer service con-

tinues to be the key component of KCL’s growth.

“KCL has over 150 dealerships across Canada

and is committed to continuously improving qual-

ity, technology, productivity and enthusiasm for

manufacturer’s products that 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.”

—TIMOTHY BLAKE

President of JIT Automation

Planting the seeds of future growth

Introducing new products to customers, the

Honda brand in Canada by

Jerry Chenkin, president and

chief operating officer (COO)
of Honda of Canada Mfg. (HCM) as part of his current

role.

“Japanese car manufacturers have

played a key role in supporting business

relations in North America. Today,

Honda’s sales and production

dominate across Canada and

Japan and will grow for us as

we continue to strengthen our,

connection in the future.”

Since entering the Canadian

market in 1965, Honda and

its dealers have

grown to be a major presence in the

North American automotive

industry. Moving forward,

Honda and Canada will

continue to build on their close

relationship and create opportunities,

through Honda’s strong
dealership network and countrywide

sales and manufacturing. Honda

Canada’s manufacturing