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Canada





Canada-Japan 90 Years
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Canada and Japan celebrate 90 years

“This year’s 90th anniversary of Japan-Canada diplomatic relations is a perfect opportunity to assess our current relationship and plan for the future,” said Japan’s Ambassador to Canada Kimihiro Ishikane. “Relations between our two countries are strong, but we need to make sure we do not get complacent. There is huge potential to build on our relationship, especially as Canada continues to strengthen its ties with countries across the Asia Pacific region. In the political security arena, we are seeing more dialogue and we are working to ensure this continues. In terms of Canada-Japan business, tourism, energy, technology, trading, manufacturing and commodities are areas in which we see huge potential.”

As Canada and Japan work more closely together, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), a free trade agreement between Canada, Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam looks set to benefit Canada’s diverse economy.

“In 2019, the Canada-Japan relationship is definitely on a steadier and more positive track as a result of the ratification and implementation of the CPTPP on Dec. 30, 2018,” said David Worts, executive director of the Japan Automobile Manufacturers Association



“On 27th and 28th of April this year, Japan’s Prime Minister Shinzo Abe visited Canada and met Prime Minister Justin Trudeau. Prime Minister Abe and Prime Minister Trudeau agreed to advance Japan and Canada’s strategic partnership and strengthen dialogues in order to ensure the relationship between Japan and Canada continues to thrive.” — Kimihiro Ishikane

tion of Canada. “Moreover, we are now in the second year of celebrations for the 90th anniversary of diplomatic relations



Kimihiro Ishikane, Japan’s Ambassador to Canada

between Canada and Japan. For our members in particular, the CPTPP was an essential achievement that will level the playing field by allowing vehicle imports from Japan to be competitive with vehicle imports from all other countries that have preferential trade agreements with Canada, including the U.S., Mexico, South Korea and the European Union.”

While the 90th anniversary celebrations continue, it is clear that the Canada-Japan relationship is at a “new stage.” “There has been a recent deepening of relations between Japan and Canada and both countries are entering a new stage in their relation-

ship,” said Tatsuya Toyama, president of Toronto Shokai. “Canada is rich in information communication technology, human resources,

research and development, artificial intelligence and the ‘internet of things,’ being big business here in Canada. Japanese companies are increasingly interested in partnering with Canadian companies in these areas and Canadian technology startups are also interested in entering the Japanese market. Today, Canada and Japan have the potential to be even stronger partners and both sides continue to make every effort to better understand one another. With the Rugby World Cup taking place in Japan later this year, the Tokyo Olympics in 2020 and the 2025 World Expo taking place in Osaka, all eyes are on Japan at the moment and this is good for tourism, investment and trade. We want to encourage Japanese companies and investors to rediscover the opportunities in Canada as we support Japanese companies and their growth in the country.” ♦



leadershipinsights



A message from Lesley Cormack, Dean, Faculty of Arts, University of Alberta:
The Prince Takamado Japan Centre’s promotion of the Japanese language and culture in Canada aligns with the University of Alberta and its Faculty of Arts’ commitment to enabling bold and productive opportunities for dialogue, meaningful national and international collaboration, cross-disciplinary research and creative activity.
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A golden anniversary: Honda Canada marks 50 years of success

Honda Canada: 1969–2019
This year marks Honda Canada’s 50th year in the country. Honda is the first Japanese automaker to build vehicles in Canada and a committed contributor to Canadian society.

Earlier this year, Toshiaki Mikoshiba, chairman and CEO of Honda North America, and Dave Gardner, president and CEO of Honda Canada, hosted a commemorative ceremony at Honda Canada’s head office in Markham, Ontario, to mark the company’s half century in Canada. A full calendar of activities and events are planned for Honda Canada associates, dealers and customers to continue the celebration throughout the year.

Leadership
Gardner is responsible for all business operations at Honda Canada Inc., including the Honda and Acura automotive divisions, Honda motorcycle, power equipment, ATV and engine businesses. Celebrating 30 years with Honda this year, Gardner is looking toward the future while celebrations continue.

“Honda planted roots in Canada with a vision of contributing to Canadian society,” said Gardner. “We are proud of our associates, dealers, partners and suppliers who have played an important part in our growth and have helped improve the communities where we live and work. We would like to thank the millions of Canadians who are loyal members of the Honda family. We look forward to growing with you for the next 50 years.”

Manufacturing
To date, Honda Canada total investment exceeds \$4.7 billion in Canadian operations and each year sources almost \$2.1 billion in goods and services from Canadian suppliers.

Honda of Canada Mfg. (HCM) opened its first plant

“We are proud of our associates, dealers, partners and suppliers who have played an important part in our growth and have helped improve the communities where we live and work. We would like to thank the millions of Canadians who are loyal members of the Honda family. We look forward to growing with you for the next 50 years.”

DAVE GARDNER
President and CEO
Honda Canada



in Alliston, Ontario, in 1986, with a second plant opening in 1998, offering a present-day total production capacity of approximately 400,000 units annually. Ten years later, an investment of \$154 million was made in a third manufacturing facility to produce four-cylinder engines, with an output of approximately 260,000 units each year.

HCM production serves Canada and the United States. Our 4,200 production

600 independent automotive, motorcycle and power equipment dealers, and employs more than 19,000 associates directly and indirectly across the country in manufacturing, sales offices and dealerships.

Contributing to Canadian society
Established in 2005, the Honda Canada Foundation (HCF) was created to support local communities across Canada through various an-

By supporting the Canadian economy through investment and jobs, playing a role in environmental protection initiatives and acting as a strong community leader, Honda Canada has become a company that Canadians truly appreciate.

associates have built more than 8 million cars and light trucks, including the Honda Civic, Canada’s best-selling passenger car for the past 21 years.

Independent Dealer Network
Honda Canada has a national network of more than

nual philanthropic activities and funding to nonprofit registered charities where Honda customers and associates live, work and play. Each year more than \$2 million is disbursed to groups in need and more than 6 million Canadians have benefited from charitable programs funded by Honda Canada and the

Honda Canada Foundation.

Environment
Honda Canada has remained committed to sustainability in all aspects of its operations and services. A recent \$492 million investment will modernize HCM’s manufacturing facilities and further reduce the company’s carbon footprint.

As early as 1998, Honda Canada achieved ISO 14001 certification and 2007 saw a zero-waste-to-landfill manufacturing benchmark implemented. In 2010, the company’s head office received LEED Gold certification. By supporting the Canadian economy through investment and jobs, playing a role in environmental protection initiatives and acting as a strong community leader, Honda Canada has become a company that Canadians truly appreciate. ♦

For more information, please visit: www.hondacanada.ca

HONDA
The Power of Dreams

Taiho Pharma Canada: Delivering a patient-focused approach

Taiho Pharmaceutical Co. Ltd., a subsidiary of Otsuka Holdings, has been a pioneer in the field of oral anti-cancer agents since launching Futraful in Japan in 1974.

Today, Taiho Pharma Canada Inc. is engaged in the research and development of pharmaceutical products in the field of oncology. The company is fulfilling its commitment to discover and develop innovative cancer treatments by bringing novel technologies to cornerstone chemotherapies and optimizing new targeted agents.

“Since we established the company in 2017, we have developed a very strong team,” said Ross Glover, Taiho Pharma Canada’s general manager. “We are committed to bringing new value to patients across Canada through our advanced technologies, dedicated investigators and outstanding facilities. We have quickly become one of the appreciated partners of many research institutions and we are busy creating a new direction to answer important questions regarding cancer therapy.”

Taiho Pharma Canada’s metastatic colon or rectal cancer treatment LONSURF was swiftly approved by Canada’s public health agency, Health Canada, and has been available in Canada since January 2018. LONSURF



Ross Glover, Taiho Pharma Canada’s General Manager

combines trifluridine, which interferes with DNA in cancer cells to stop them from making new cancer cells and tipiracil, which stops trifluridine from being broken down by enzymes before it can act. LONSURF has been well received in Canada, encouraging Taiho Pharma Canada to bring new drugs to the market.

“We work closely with customers and focus on solving problems together,” said Glover. “Having worked in the Canadian pharmaceutical industry for 30 years, I personally understand the dynamic conversations and important relationships that need to take place.”

As with Japan, Canada has

its own unique corporate culture. Glover’s counterparts in Japan recognize the importance of understanding the Canadian way of doing business.

“Our different approaches have created synergies,” said Glover. “Together we are achieving success in the Canadian market by conducting our business in a transparent manner and strengthening our engagement with Canada’s pharmaceutical market.”

Through Taiho Pharma Canada’s patient-focused approach, the company is continuing to grow while directly improving the lives of patients.

“We have developed the business through teamwork, courage, resilience and passion,” concluded Glover. “With these factors in place, success has followed and we are very much looking forward to the future.” ♦

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50 YEARS

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