

UNITED KINGDOM



Japan-UK
Season of Culture

bridges BY SYNERGY MEDIA SPECIALISTS

www.sms-bridges.com

Business Britain

Japan and the United Kingdom share a strong bond. On Jan. 31, 2020, the United Kingdom withdrew from the European Union in a process referred to as Brexit (British exit).

The world watched as the country repositioned itself on the world economic stage and in less than a year, deals were being done.



Hajime Hayashi, Ambassador of Japan to the United Kingdom

Japan was the first country to agree to a major trade deal with the United Kingdom as an independent trading nation.

The Japan-United Kingdom Comprehensive Economic Partnership Agreement stipulates a new framework for trade and investment.

Japanese foreign direct investment has long played an important role in the British economy and bilateral trade looks set to increase.

“2021 has certainly turned out to be a highly significant year for both Japan and the United Kingdom,” said Hajime Hayashi, ambassador of Japan to the United Kingdom.

“As a new economic framework after Brexit, the Japan-UK EPA came into effect at the beginning of the year. It has provided both Japanese and British businesses with the predictability and legal stability to enable them to continue their activities smoothly. In fact, we have witnessed many instances of new



London buses cross Westminster Bridge toward the Palace of Westminster and the iconic Big Ben clock tower.

investment after Brexit. I am confident that Japanese companies will continue and even expand their active engagement with the United Kingdom economy.”

Visit www.sms-bridges.com for more insights on the United Kingdom-Japan partnership and the ‘Japan-United Kingdom Season of Culture’ with Ambassador

Hayashi, The Japan-British Society, The Great Britain Sasakawa Foundation, The Japan Foundation, The Daiwa Anglo-Japanese Foundation, The Royal Botanic Gardens-Kew, Walpole, Ryozan Park, Robert Walters Japan, Quest Tokyo, Eikuru Ltd, Japanese Financial Solutions Ltd, This Place Ltd and GlobalTree-house Inc. ♦

Therma-Chem: On target to help clients reduce emissions

Therma-Chem is located close to Glasgow, the Scottish city that recently held the COP26 climate summit.

The family-owned company helps petrochemical and power-generating clients reduce emissions through the production and application of unique chemical products.

“For over 35 years, Therma-Chem has specialized in the online cleaning of boilers, fired heaters and rotating equipment,” explained Ron Semple, Therma-Chem’s CEO and co-founder.

“Our solutions increase efficiency, reduce emissions and restore unit capacity and enable our clients to operate more sustainably by eliminating ash deposition.”

Therma-Chem’s technologies are helping customers around the world reduce emissions.

“We work closely with our clients to create unique



David Semple, Therma-Chem's Business Development Manager

chemical injection programs and provide data analysis services to ensure maximum boiler efficiency,” said David Semple, Therma-Chem’s business development manager.

“We are passionate about reducing emissions and helping clients achieve their long-term net-zero objectives.”

Therma-Chem entered the Japanese market in 2013, initially working with Tonen General in Kawasaki. Today the company’s exclusive distributor is Oxalis Chemicals, part of the Uyeno Group.

“The United Kingdom and Japan are working close together to achieve carbon neutrality and through our venture, we are helping clients find solutions,” said Daisuke Kiritani, president of Oxalis Chemicals.

“Industries are shifting from coal-fired to biomass-fired boilers and we are working closely with Therma-Chem’s technical team and promoting Therma-Chem’s United Nations climate change-approved methodology for reducing emissions to customers in Japan.”

“As with many countries, Japan will continue to burn fossil fuels in the immediate future before biomass plants and we are proud to help Japanese clients

achieve their emission-reduction targets,” David Semple added.

“With Oxalis Chemicals, we are developing our business in Japan, attending roundtable discussions to showcase our technologies and next year plan to host a corporate golf event in Japan.”

Therma-Chem remains at the forefront of new technologies and is delivering technical solutions to a growing portfolio of global partners.

“Through our experience, innovations, technical know-how and excellent after-sales services we continue to help our Japanese and international clients increase their operational efficiency and reduce their impact on the environment,” David Semple said. ♦

www.therma-chem.com
www.oxachem.com



Greenback Alan: Helping businesses achieve greater profitability and growth

“Our success is driven by our ability to get the basics right — technical expertise, attention to detail, agreeing on deadlines, reasonable fees and clarity,” said Jon Fisher, deputy managing partner of Greenback Alan LLP.

The London-based accountancy firm goes the extra mile for clients by understanding their perspective well enough to anticipate their needs.

“Tax, accounting and auditing have undergone significant changes in recent years; not least in the context of both the pandemic and ‘Brexit’ — the United Kingdom’s withdrawal from the European Union — in 2020,” Fisher said.

“By keeping on top of these changes we can help clients weather the storm and take advantage of market opportunities.”

The firm works with British subsidiaries and branches of Japanese businesses in a range of industries. Half of Greenback Alan’s client-facing staff either speaks Japanese as



Jon Fisher, Deputy Managing Partner and Yusuke Takanishi, Partner of Greenback Alan LLP

their mother tongue or with sufficient fluency to discuss complex technical matters.

“We are well-versed in helping our clients build essential bridges between local and home-country business cultures and we assist in man-

aging the inevitable tensions that arise from time to time,” Fisher said.

“We have worked with Japanese family-owned enterprises and large Japanese corporations for 30 years and understand the challenges

facing business owners and executives across the Japanese business community.”

As the world settles into post-pandemic and post-Brexit realities, there are encouraging signs regarding the British economy and rebounding levels of foreign direct investment from Japan and the rest of the world.

“With excellent opportunities for acquisitions, collaborations and organic growth, the United Kingdom remains a welcoming place to do business,” stated Fisher.

“The United Kingdom is a key player in the evolution of financial technology, COP26 in Glasgow brought green-energy solutions and eco-industries to the fore and there is renewed vigor in the country’s manufacturing base.”

“Against this backdrop, we will support existing and future clients by lightening the compliance burden, advising on opportunities and helping businesses achieve greater profitability and growth.” ♦

www.gbllp.com



Cultivating solutions

Ensuring a safe and steady food supply is a key global issue and a core strategic target for Nihon Nohyaku Ltd. As research and development drives environmentally conscious agricultural practices and crop protection, Nihon Nohyaku is committed to advancing the industry.

Group company Nichino Europe manages the development, registration and distribution of its parent company’s active ingredients in Europe and surrounding countries and is strengthening its commitment to customers.



Donald Westwater, Director and Head of Operations, Nichino Europe

“As a research and development-oriented company, we deliver unique solutions to farmers to protect crops against diseases, pests and weeds,” said Donald Westwater, director and head of operations, Nichino Europe.

“Our European research and development capabilities, supported by our parent company, enable us to work closely with local partners, bring products to market effectively and independently generate trials data to investigate new ideas.”

With Japan or other Asian countries supplying the core active ingredients, Nichino Europe manufactures its advanced products in Europe. Across the continent, the company employs effective product life cycle management, regulatory process management and is developing “biological dossiers” to drive new business.

Operating in a fast-changing regulatory environment, Nichino Europe has an expert team operating across five European countries. The company approaches each European market individually and guarantees effective on-time product delivery through comprehensive logistics support.



Nichino Europe’s Ortus (fenpyroximate) insecticide is an effective tool for insect and mite control in citrus fruit.

An active member of industry organization Crop Life Europe, Nichino Europe’s in-house regulatory and development capabilities enable the company to continuously bring new products and solutions to market.

In 2022, Nichino Europe will introduce a new coformulation product for rhizoctonia disease-control in potatoes and an easier use formulation of pyraflufen-ethyl for weed control in top fruit and vine production.

“In Europe, the Middle East and Africa we will build

on Nichino Europe’s reputation as an innovative technology-driven company and we will expand our offer to develop organic farming and biopesticide solutions for our international customers,” said Manfred Hilweg, managing director of Nichino Europe.

“We enjoy working with our partners and look forward to strengthening our role as an effective supplier of products and solutions with the backing of a truly global Japanese corporation.” ♦

www.nichino-europe.com



Makita UK is leading the charge

In 2022, Makita UK will celebrate 50 years in the U.K. and its commitment to the United Kingdom market remains as robust as its range of power tools.

Through innovation-driven research and development in Japan, Makita’s product range includes woodworking tools, drills, demolition hammers, grinders, construction and engineering products, specialized production tools and cordless garden machinery, as well as products for home and leisure.

Headquartered in Milton Keynes, 50 miles (80 kilometers) north of London, Makita UK ensures customers have the best equipment on the

and we continue to focus on growing the business,” said Hideyuki “Hugh” Terajima, managing director of Makita UK.

“Today we are seeing growing demand for our products, market excitement with regular new product launches and we are strengthening our commitment to customers across the country by delivering innovative, powerful products and best-in-class services.”

With dedicated Factory Service Centres in London, Wigan, Glasgow and Milton Keynes, the company’s training and service network now spans the length of the United Kingdom.



Hideyuki “Hugh” Terajima, Managing Director of Makita UK

market and are supported by strong service capabilities.

“The pandemic, Brexit and demands on supply chains have impacted the way we do business for the better

Makita UK’s new 20,000-square-foot (1850-square-meter) FSC in Milton Keynes provides technical product servicing, engineering diagnostics, service work and



Makita’s product range includes woodworking tools, drills, demolition hammers, grinders, construction and engineering products, specialized production tools and cordless garden machinery.

holds accredited service training and authorized service agent workshops.

In Telford, Makita Manufacturing Europe’s manufacturing plant is the only power tool production facility in the United Kingdom, and to meet demand and improve supply chain infrastructure, Makita UK recently opened a new FSC training facility and 32,000-square-foot (3,000-square-meter) distribution center in Wigan, Greater Manchester.

Makita takes its environmental responsibilities seriously. With advances in battery-powered technology, the corporation is ceasing the manufacture of petrol engine products in 2022 and focusing on the development of cordless garden machines to directly address environmental concerns.

The XGT (40V Max Next

Generation Technology) and LXT (18V Lithium-ion Extreme Technology) cordless ranges deliver improved performance and runtimes to ensure Makita products continue to work hard.

“We believe we are the best in our industry and are fully committed to supporting the end-user customer,” said Kevin Brannigan, marketing manager of Makita UK.

“As a leading Japanese power tool supplier in the United Kingdom, Makita UK’s investments directly reflect our continued dedication to providing our dealers and our customers with quality products and services.” ♦

www.makita.co.uk



MOL Logistics UK delivers ‘best fit’ results

MOL Logistics UK Ltd, a member of Mitsui O.S.K. Lines Group (MOL), is a total logistics provider with over 30 years of commitment to the United Kingdom.

Offering cross-segment, tailor-made services, the company combines the best of Japanese and United Kingdom business culture to bridge both countries with the rest of the world.

“Our dedicated, proactive and creative specialists deliver unique solutions by working closely with our worldwide network,” said Toru “Tony” Oikawa, managing director of MOL Logistics UK.

“We listen to our customers and provide efficient logistics solutions. The quality of services we provide is of the utmost importance and we continuously improve our capabilities to support customers and advance their business.”



The company also provides air and sea transportation and removal services for customers relocating to Japan, the United Kingdom and the rest of the world.

Brexit, the United Kingdom’s withdrawal from the European Union in 2020, has led to changes in customs regulations, truck shortages and port congestion.

While this has put pres-

sure on the logistics sector, MOL Logistics UK is able to meet customer demands through its expertise and commitment to delivering “best fit” solutions.

“Despite additional customs activities and regulations, we are seeing growth in our U.K./EU road-freight transport business and warehousing and import solutions,” Oikawa explained.

To avoid additional costs, British-based companies need their stock close by, and direct imports to the United Kingdom, rather than through European countries, are increasing.

“We are proud to support the British economy and facilitate global trade,” Oikawa said.

“Looking forward, we will expand our warehouse, strengthen our road freight segment and contribute to carbon reduction through our green projects and sustainability initiatives. We look forward to continuing our journey as a creative logistics partner, committed to keeping things moving.” ♦

www.mol-logistics.co.uk



UNITED KINGDOM

www.sms-bridges.com

Broadstone solutions benefit Asian businesses

Broadstone is a leading, independent, full-service pension and employee benefits consultancy.

With over 450 employees across eight locations in the United Kingdom, the group provides tailored services for businesses and supports a client base that includes startups and Global Fortune 500 companies.

Companies can face a range of challenges when investing in foreign countries. Key issues include how to take care of employees who are seconded to oversee operations and issues relating to the management of local employees.

Broadstone's dedicated international team specializes in supporting overseas businesses with employees in the United Kingdom and companies expanding into the U.K.

The team consists of highly experienced bilingual con-



Takako Nagata, Head of Proposition – International Risk and Health, Broadstone

sultants and pension, health care and international employee benefits experts. Each team member has a strong understanding of cultural issues and provides first-class support and a truly personalized service.

“Primarily focused on the Asian market, our international consultants are fluent in Japanese, Korean and Mandarin and provide excellent coverage and service to more than 200 companies,” said Takako Nagata, head of Proposition – International Risk and Health.

“Broadstone has become one of the leading United Kingdom benefit consultancy firms specializing in the Asian market and dominates the sector with a number of Fortune 500 clients.”

Through direct consultancy and network partners, Broadstone assists clients in international private medical insurance, employee benefits and pension provision in approximately 35 countries.

Benefit packages that companies appreciate and understand help to ensure investments grow. Broadstone's knowledge of the United King-

dom and international benefits (including health services) help employers navigate the different services offered both in the U.K. and their home country.

As one Broadstone client commented: “Broadstone walked us through a very long journey step by step. They supported our complex steps in our companies and have started the personalized services very smoothly. We have no doubt that Broadstone improved our employee engagement.”

With a strong track record of assisting overseas companies, whether established or starting out, Broadstone remains committed to offering local advice and relevant, international benefits that dovetail between home countries and the United Kingdom. ♦ www.broadstone.co.uk



Fragomen: The world's immigration partner

As the global business environment evolves, immigration has become more complex. Individuals seeking new international opportunities and companies looking to explore new markets need assistance in navigating rules and regulations, which means rising demand for immigration services.

Working closely with startups, small businesses and the world's largest corporations, Fragomen LLP is committed to guiding individuals and companies through the immigration journey from start to finish.

Over the last 70 years, the firm's problem-solvers, innovators and established thought leaders in immigration have enabled Fragomen to become an industry leader.

Today, the firm offers a range of international ser-



Reika Takeuchi, Solicitor, Japan Practice Manager at Fragomen

vices, including consular services, crisis management services, digital nomad and employment-verification services, private client services as well as services relating to government relations, immigration compliance, training, sponsor license and work permit applications.

Offering support in over 170 countries, Fragomen has 4,500 immigration-focused professionals and staff and more than 55 offices worldwide.

The Asia-Pacific region is covered through its network of 12 regional offices, and the United Kingdom branch has offices in London and Sheffield.

Around 180,000 jobs have been created in the United Kingdom by approximately 1,000 Japanese companies now based in the country. As the United Kingdom continues to attract investment from Japan, Fragomen, with a dedicated Japan Practice, is well-positioned to serve Japanese companies there.

“With Brexit and a new immigration system, significant changes have been made to the United Kingdom's immigration landscape,” said Reika

Takeuchi, manager of Fragomen's Japan Practice.

“With additional immigration concessions introduced by the Home Office to mitigate the impact of the pandemic, it is crucial for Japanese companies to understand the current immigration climate in the United Kingdom and remain compliant with new post-Brexit regulations, especially relating to hiring European Union nationals,” she said.

The firm's dedicated Japan Practice offers strategic consultative services and support in Japanese to meet the full spectrum of business immigration needs in the United Kingdom and across the globe. ♦

www.fragomen.com



Ecovis APO delivers expert solutions to British and international firms in Japan



The Japanese market offers high-quality services, a loyal customer base and strong local partnerships for foreign companies seeking to do business in the world's third-largest economy.

For companies active in automotive supply chains, high-value services, electronics, machine tools, shipping and consumer goods, Japan is an attractive, yet often challenging market.

Ecovis APO, an independent outsourcing provider of accounting and payroll solutions, understands that while the Japanese market can be challenging, a strong partner can facilitate a profitable venture.

Ecovis APO's range of services includes labor-intensive data processing, professional accounting and payroll-processing solutions. By deliver-



Kazuhiko Chiba, certified public accountant and President of Ecovis APO

ing comprehensive bilingual support, the firm has developed an international reputation and today assists hundreds of well-known foreign clients.

“We provide accounting and payroll, tax compliance and consultation, social insurance lodgement and relevant

advisory services,” explained Kazuhiko Chiba, president of Ecovis APO and a certified public accountant.

“We work closely with British and European firms doing business in Japan and provide component auditing services for consolidated auditing purposes. We also assist our clients with legal incorporation and corporate secretarial services through our collaboration with trusted law firms.”

With a mission to provide global expertise with a local approach, Ecovis APO is well-positioned to meet the needs of British and European firms in Japan.

“With Ecovis APO, companies have a home advantage,” Chiba said.

“We deliver comprehensive back office support in English to ensure robust communication. Our Big Four consultancy

and accountancy experience allows us to provide clients with high-quality, value-added and cost-effective professional services.”

Chiba expects to see more companies looking toward Japan.

“We expect to see more active investments from the United Kingdom and European countries,” Chiba noted.

“While technology may lead to solutions designed to remove language barriers, achieving success in Japan can be a challenge due to the unique business culture and corporate practices. Our future lies in our ability to assist our European friends. We want our clients to be free to focus on their core business as we empower them to successfully grow their presence in Japan.” ♦

www.ecovis.com/japan

Unleash potential

RGF Professional Recruitment Japan and RGF Executive Search Japan, members of the Recruit global family, operate as two complementary service brands delivering comprehensive, highly effective recruitment and executive search solutions.

“We partner with both multinational companies and domestic businesses with a global outlook to provide market-leading bilingual talent for specialist and managerial positions,” said Benjamin Cordier, managing director of RGF Professional Recruitment Japan.

With offices in 17 cities across Asia, RGF Professional Recruitment Japan attracts top-notch candidates from across all industries.

“Japan remains a job-rich and candidate-short market, in particular for bilingual candidates and following the pandemic, the industry is cautiously optimistic regarding its recovery,” Cordier said. “Le-

veraging the power of the Recruit brand, we are in a unique position to continue to serve our clients and candidates in Japan and support companies entering the Japanese market.”

“We aim to unleash the potential of every individual talent, every employer and each one of us,” Cordier noted.

“Our vision and our commitment to the business community in Japan are to act as a bridge to a better world in Asia and throughout the globe. We aim to be the best recruitment company in Asia and be recognized globally as an excellent company. We will achieve this through sustainable growth driven by operational excellence.”

RGF Executive Search Japan CEO Struan McKay shares Cordier's optimism in connecting the right leaders with the right company.

“Established in 1998, with offices in Tokyo and Osaka, we focus on search-based solutions for mid-management



Benjamin Cordier, Managing Director of RGF Professional Recruitment Japan

to C-suite levels and have specialist consultants across all sectors and job functions.”

With regard to candidates, client partners and internal employees, RGF Executive Search Japan has an unwavering commitment to integrity, quality and credibility.

“As a group, we have delivered continuous growth in the Japan market over the last 11 years,” McKay said.

“We have been recognized with many accolades, including Japan's Executive Search



Struan McKay, CEO of RGF Executive Search Japan

Company of the Year by Recruitment International four years in a row. Our partners appreciate the stability and quality our brand offers and welcome the scale of success to solve their hiring needs.” ♦

www.rgf-professional.jp
www.rgf-executive.com

