

Japan External Trade Organization, Consulate-General of Japan in Toronto,  
Toronto Japanese Association of Commerce and Industry and  
Foreign Affairs and International Trade Canada invite you  
to attend a Symposium on Canada - Japan Business.

**Join Us!**  
**Thursday, Oct 23rd, 2008**  
**9:00 – 14:00**  
**at**  
**InterContinental Toronto Centre,**  
**Ballroom**  
**225 Front Street West, Toronto**



*This year marks the 80th anniversary  
of Canada-Japan diplomatic relations.  
It also represents 80 years of Canada-  
Japan business partnerships.*

**RISING  
OPPORTUNITIES**  
**CANADA - JAPAN Business Symposium**



*The Canada-Japan Business Symposium: Rising Opportunities will provide Canadian companies with the latest information on the business situation in Japan and give examples of how Canadian and Japanese companies are working together and finding success in each other's markets.*

*Canadian companies are now looking to diversify their international markets. Japan is the 2nd largest economy in the world and Canada's 4th largest trading partner. Join us on October 23rd to find out about the rising opportunities for Canadian companies in Japan and how a presence in Japan can help your business grow in Asia.*

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## PROGRAM

- 8:15 - 9:00      **Registration & Networking**  
MC: Ben Ciprietti, President and Chief Executive Officer, Japan Society
- 9:00 - 9:15      **Opening Remarks**  
- Yuji Kurano, Executive Director,  
Japan External Trade Organization(JETRO) Toronto  
- H.E. Tsuneo Nishida Japanese Ambassador to Canada  
- Representative of Foreign Affairs and International Trade Canada (To be Confirmed)
- 9:15-10:30      **Keynote speeches - Why Japan Now?**  
- Yasuo Hayashi, Chairman, Japan External Trade Organization(JETRO)  
- Patricia Bader-Johnston, President, Canadian Chamber of Commerce in Japan (CCCJ)  
- Yoshiki Nagatomo, Mayor of Chofu City, Tokyo
- 10:30-10:45      **Coffee Break & Networking**
- 10:45-12:00      **Panel Discussion – Canadian Companies in Japan: Keys to Success**  
- Joe Caci, Vice President, Products, Research In Motion  
- Martin J. Mazza, Senior Vice President, Marketing & Global Sales, Woodbridge Group  
- Pierre Chamberland, Chief Executive Officer, Messaging Architects  
- Tadayoshi Otsuka, Vice President & Corporate Officer, Insurance Products & Pricing  
Manulife Life Insurance Company, Japan  
(Moderator: John W. Craig, Partner, McMillan LLP)
- 12:00-12:30      **Japanese Companies in Canada – Contributing to Canada's Economic Prosperity**  
- Noriaki Sakamoto, President and Chief Executive Officer, Mitsui & Co. (Canada) Ltd.
- 12:35-13:50      **Luncheon – Canada-Japan Political and Economic Ties**  
- The Hon. Hugh Segal, C.M., Member of the Senate of Canada
- 13:50-14:00      **Closing Remarks**

## REGISTRATION

**Registration is required** and will close on **October 16th**. Participation is **free of charge**.

Please register either by e-mail to [tor@jetro.go.jp](mailto:tor@jetro.go.jp) (Please include full contact information), by fax using registration form to Fax: **416-861-9666** or on-line at [www.jetro.go.jp/canada/](http://www.jetro.go.jp/canada/).

For further information: 416-861-0000

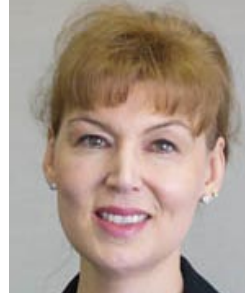
For program updates: [www.jetro.go.jp/canada](http://www.jetro.go.jp/canada)

## KEYNOTE SPEAKERS

**Yasuo Hayashi**  
Chairman

Japan External Trade Organization

Prior to serving as JETRO's Chairman, Mr. Hayashi held several senior positions in government and the private sector including most recently as Executive Vice-President of Mitsui & Co. LTD.



**Patricia Bader-Johnston**  
President

Canadian Chamber of Commerce in Japan

Over a span of 24 years in Japan, Mrs. Bader-Johnston has held senior roles in leading companies and is currently the Representative Director and CEO of Silverbirch Associates.

**Yoshiaki Nagatomo**

Mayor of Chofu City, Tokyo

Mr. Nagatomo was elected to his second term as Mayor in July of 2006. Chofu City is home to numerous foreign subsidiaries, including, AFLAC, Microsoft Technology Centre and Manulife, Canada's largest investor in Japan.



**Noriaki Sakamoto**

President & CEO  
Mitsui & Co. Canada

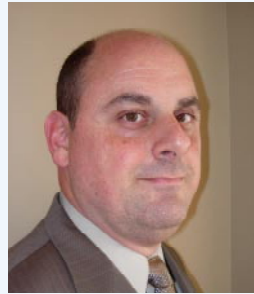
Over his 33 year career with Mitsui & Co., Mr. Sakamoto has worked in a number of senior level positions in numerous countries including Japan, the Middle East, Europe and North America.

## PANEL SPEAKERS

**Joe Caci**

Vice President, Products,  
Research In Motion (RIM)

Mr. Caci is responsible for RIM's Japan Business Unit as well as R&D for several of RIM's product lines and platform engines. RIM signed a deal with NTT DoCoMo in 2006 to market the Blackberry to corporate customers in Japan.



**Martin J. Mazza**

Senior Vice President, Marketing &  
Global Sales, The Woodbridge Group

Mr. Mazza plays a lead role in The Woodbridge Group's activities in the Japanese market. Woodbridge has 63 facilities in 21 countries including a strong presence in Japan.

**Tadayoshi Otsuka**

Vice President & Corporate Officer  
Insurance Products & Pricing  
Manulife Life Insurance Company, Japan

Mr. Otsuka has 25 years experience in the insurance industry, joining Manulife in 2004. He is currently in charge of product development and pricing for the Japanese market. Manulife is Canada's largest investor in Japan employing close to 5,000 people.



**Pierre Chamberland**  
CEO

Messaging Architects

Messaging Architects was founded in 1995, specializing in email compliance and risk management controls and services. Messaging Architects has recently gained its presence in the Japanese market.

## LUNCHEON SPEAKER



**The Hon. Hugh Segal, C.M., Member of the Senate of Canada**

The Hon. Hugh Segal has been a member of the Senate since 2005 and is a former Chair of the Standing Committee of the Senate on Foreign Affairs. Previously, among many senior positions, he has held the position of President & CEO of the Institute for Research on Public Policy.

# SITE INFORMATION

## InterContinental Toronto Centre

225 Front Street West, Toronto

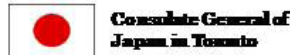
Tel: 1-416-597-1400

Website: <http://www.torontocentre.intercontinental.com/>

\* Parking available in the adjoining lot at the Metro Toronto Convention Centre for \$21.00 per day



## Organizers:



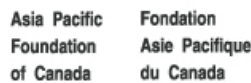
Toronto Japanese Association of Commerce & Industry (Shokokai)



Foreign Affairs and International Trade Canada

Affaires étrangères et Commerce international Canada

## Supporting Organizations:



(\*Pending)