

CANADIAN CHAMBER OF COMMERCE IN JAPAN
CHAMBRE DE COMMERCE DU CANADA AU JAPONConnecting Canada
and Japan

INSIDE	
President's Perspective	2
Tokyo Game Show 2006 ..	3
Company News	3
Events Calendar	4
New Members	6
Service Directory	6
Member Kudos	7
Member News	7

THE CANADIAN

The bimonthly newspaper of The Canadian Chamber of Commerce in Japan

在日カナダ商工会議所

October/November 2006

Canada interested in exploring FTA with Japan says ambassador

Canada's ambassador to Japan H.E. Joseph Caron addressed CCCJ Corporate Members and Small Business & Professional Members over breakfast on September 27, 2006. This annual CCCJ event took place at Marler House, the official residence of the ambassador, where he provided an update on the state of the Canada-Japan relationship and discussed the Canadian government's priorities for the upcoming year.

According to the ambassador, Canada is strategic in the international market not only for trade in key products ranging from food and natural resources to high tech, but for investment, R&D collaboration and other business areas. Doing business in Japan can help Canadian companies earn profits and can also prepare Canadian companies for the international market.

"In terms of trade, [the Japanese market] changed drastically over the last three to four years, and Canadian businesses had to adjust," said the ambassador. However, these changes give Canadian businesses more opportunities to connect to and be engaged in the international market.

"I can see the opportunities to do outreach in Canada and here in Japan... Canadian companies have a better capacity to compete [internationally] if they are linked to Japan," the ambassador emphasized.

Noting that the Japanese economy is as large as the US economy west of the Mississippi all the way

to California, Hawaii and Alaska, he added, "If you aren't doing business with Japan, you aren't getting your share in the world's second-largest economy."

Sharing how the embassy and consulates plan to assist Canadian businesses in the Japanese market, Peter MacArthur, Minister-Counsellor (Commercial) and Senior Trade Commissioner at the Canadian embassy and a member of the CCCJ Board of Governors, alluded to the embassy's new database, which contains contacts for over 6,000 Canadian companies active or interested in Japan; 30,000 Tokyo-based companies; and another 10,000 companies across Japan. The embassy aims to create more points of contact and leads for Canadian business in Japan with the help of this database.

Speaking about policy, Ambassador Caron relayed the Canadian government's interest in a Canada-Japan Free Trade Agreement, mentioning that Prime Minister Harper speaks clearly and positively about signing an FTA with Japan. Stressing the importance and benefits of an FTA between Canada and Japan, he said, "Whether your business sector is affected or not, an FTA provides liberalization to many sectors and provides momentum and visibility to all sectors.

"Specifically, the areas we think an FTA will provide liberalization involve investment into bilateral agreements; it will reduce tariffs; in other ways it can help harmonize technical standards, certifications, testing procedures;



H.E. Joseph Caron, Canada's ambassador to Japan, addresses CCCJ members.

and it can lower import restrictions."

Concerns were raised among the CCCJ members regarding the difficulty of instituting a Canada-Japan FTA and what efforts are being made to speed up the process. The ambassador said that a Joint Study is now in progress to figure out and reduce the "risk" element to trade, especially in sectors such as agriculture and food. He also invited CCCJ members to give input as to how the embassy can create awareness about the benefits an FTA would bring to both Canada and Japan.

"Frankly, I think we have a job to do to sell our position that the commercial-economic relationship needs modernization to reach its full potential. In a sense, you also have a job to share the view that Canada is a strategic place for business."

Cutting-edge IT converges at CEATEC 2006

Nine Canadian companies showcased their latest technologies and products at CEATEC Japan 2006. Displaying a range of products and services, from 3D image scanners, graphic processor units, electronic components and materials to system solutions and software services that support these cutting-edge offerings, the Canadian Pavilion teemed with visitors during the five-day exhibition.

Some of the innovative technologies at the pavilion included Spatial View Inc. and SeeFront's auto-stereoscopic displays which allow viewers to experience high-resolution, fully immersive 3D viewing without optical aids. Their 3D image processing technology with eye-tracking capability gives viewers full freedom of movement and is ideal for the automotive and medical industries.

Montreal-based SENSIO Technologies Inc. announced its partnership with Japan's JVC to release their new technologies which offer unlimited 3D content for home viewing on any display. The combination of JVC's 2D to 3D real time conversion technology with SENSIO's 3D decoder and universal output format on to its new 3D chip will allow



Canadian companies showcasing their products and services at CEATEC 2006.

viewers to watch any 2D content in high-resolution, full-colour 3D images.

In addition to the 283 exhibits, CEATEC 2006 offered a "Cross-Sector Interchange Pavilion," where university research students had the opportunity to exchange technology information with industry representatives. New this year was the Product Design Forum, offering academia and industry a chance to reaffirm the importance of product design and the need to foster the skills of new engineers.

Continued on page 4

CANADA AT CEATEC 2006

The Embassy of Canada hosted a pavilion at CEATEC 2006. The following companies participated in the Canadian Pavilion:

- Arius3D Japan
- ATI Technologies, Inc.
- Eleven Engineering Inc.
- iFire Technology Corp.
- Imex Systems Inc.
- Government of Alberta, Japan Office
- Ontario Ministry of Economic Development & Trade
- QSound Labs Inc.
- SENSIO Technologies Inc.
- Spatial View Inc.
- Valt.X Technologies Inc.

CEATEC 2006 was held at Makuhari Messe between October 3 and 7, 2006. A total of 807 companies and organizations from 26 countries exhibited in 2,936 booth spaces, drawing in 194,267 visitors. CEATEC 2007 will be held from October 2 to 6, 2007. For more information, visit <http://www.ceatec.com>.

Thank you for reading this sample issue. If you would like to read the full issue, or find out more about the Chamber of Commerce in Japan, please contact our office.

The Canadian is the Chamber's bi-monthly newspaper for members and is also distributed to a targeted and influential audience of businesses, public and private-sector business organizations, and key decision makers with an interest in the Canada and Japan relationship.

Sai Aoyama 3F
1-10-5 Minami Aoyama
Minato-ku, Tokyo 107-0062

Telephone: (03)5775-9500
International: +81-3-5775-9500

Fax: (03)5775-9507
International: +81-3-5775-9507

Email: membership@cccj.or.jp
Web site: <http://www.cccj.or.jp>