



CANADIAN CHAMBER OF COMMERCE IN JAPAN
CHAMBRE DE COMMERCE DU CANADA AU JAPON



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World entering the Pacific Century, says BC Premier

British Columbia Premier Gordon Campbell addressed an audience of over 180 guests at a joint CCCJ and Embassy of Canada luncheon held on November 15. Premier Gordon spoke on economic opportunities and advantages in BC and the role Japan has played in building BC's success.

Emphasizing the importance of Japan as an economic partner, Premier Campbell said, "We are entering the Pacific Century, and I know here in Japan that you fully understand that and are taking advantage of that today.

"[BC wants] to be part of building and contribute to a stronger global economy, a stronger sense of globalization. Part of that is understanding the unique role that BC plays in forging an Asia-Pacific link and bridge between Canada and the economies of Asia."

Campbell spoke positively about creating new partnerships with Japanese enterprises and increasing exports and investments between BC and Japan.

"[BC has] a long, vital relationship with Japan that is built on dependability and mutual respect," said the premier.

Highlighting several industries where BC excels, Campbell encouraged Japanese companies to increase investments and economic partnerships with BC.

"Japan is our largest foreign trade partner," he said. "Forty-five percent of Canada's exports to Japan



Photo: John McInnes

BC Premier Gordon Campbell (right) presents CCCJ President Philip O'Neill with a 2010 Olympics scarf.

are from BC [with] total two-way trade exceed[ing] \$20 billion... We want Japan to see BC products as top quality, top value, and indeed, adding value."

Campbell also spoke on how the 2010 Winter Olympic and Paralympic Games will give BC a "true opportunity to show the world Canada's 'Pacific face.'"

Premier Campbell, stating BC is Canada's most Pacific province, encouraged the audience to "think of BC as the bridgehead to North America."

According to BC Minister Colin Hansen, who addressed CCCJ members at a luncheon in June 2006, with the upcoming Games, BC is expecting

over 250 million tourists, adding approximately \$4 billion dollars to its economy.

"This doesn't include the hundreds of millions of people around the world who will be watching the Olympics [via] TV and, as we discovered from Turin, the internet," said Hansen.

Offering insight into how businesses can tap into the growing BC economy, Campbell provided an update on BC's business climate and affirmed that BC will establish permanent economic representation in Japan.

"We in BC see the Pacific as enormous opportunity for all of us," he said. "We are committed to the Pacific... And it involves building bridges in terms of access, relationships and partnerships."

The premier emphasized the importance of strengthening bilateral ties between BC and Japan and the advantages of doing business with BC.

He said, "BC's greatest strength is in its location and in its people... We want to be sure we are responding to the needs of our customers, [engaging in] real interaction, real communication and real opportunities to build relationships."

Concluding his address, Premier Campbell said, "As we capitalize on our strong economy with your strong economy, there are many things we can do to provide mutual benefit... We look forward to building relationships with you as we reach into the 21st century, the Pacific Century."

WWPM watch measuring more than just time

A new watch jointly developed by Canadians and Japanese will soon mark a new era in the e-health industry.

The Wireless Wearable Physiological Monitor (WWPM) Project is a unique cross-sector collaboration effort between Canadian and Japanese universities, Japanese electronic companies and Canadian healthcare providers.

Together, they developed a wristwatch sensor (jointly designed by SII and the University of Alberta) that can monitor a person's pulse rate anywhere in the world and a wireless station which can connect with existing digital physiological devices (such as blood glucose meters, blood pressure meters and PCO2 and PO2 devices).

Dr. Masako Miyazaki, lead researcher of the project and professor of Rehabilitation Medicine at the U of A, and Dr. Toshio Ohyanagi, lead system integrator for WWPM and professor at Sapporo Medical University, spoke to CCCJ members about how the technology was developed and provided a live demonstration of the system at a CCCJ luncheon event on October 30.

Dr. Miyazaki emphasized the strength between Canada-Japan collaboration, especially in the health

industry.

"Canada has many talented, educated innovative healthcare inventors, and Japan has the technology and [knows how to commercialize the technology]. It's obvious that collaboration is beneficial to both (countries)."

As more and more patients opt to receive treatment outside of hospitals, this new technology is set to lead the way in providing healthcare in the comfort of the patient's own home.

With hospital bills amounting from \$2,000 to \$5,000 per month, this technology also heralds a cost-effective means to providing healthcare.

However, Dr. Miyazaki was quick to emphasize the need for culturally-appropriate healthcare, citing that what may work for one group of people may not work for another.

She also affirmed Canada as an excellent test bed for health technology since it has an ethnically-diverse population spread across a large land mass with extreme weather conditions, which introduces challenges associated with telecommunications.

In November, the group tested the watch's capabilities in the harsh climates of Mount Kilimanjaro.

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Photo: University of Alberta

Features of WWPM's watch include:

- An optical pulse sensor
- Wireless communication via Bluetooth technology
- Back light capability
- Audible beeping for messages
- Automatic time correction
- Multiple language capability
- Water resistant
- Battery life of 4-6 days with charging time of 2-3 hours
- Currently works over seven network connections

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.

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