



CANADIAN CHAMBER OF COMMERCE IN JAPAN
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THE CANADIAN

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Canada-Japan Tourism exchange year receives high-profile goodwill ambassadors

Celebrating 120 years of regular sea transport between Yokohama and Vancouver, 2007 has been named "Canada-Japan Tourism Exchange Year" by the Canadian Tourism Commission and Japan's Ministry of Land, Infrastructure and Transport.

In April, Japanese figure skating sisters Mai and Mao Asada were named "Goodwill Ambassadors for Canada-Japan Tourism Exchange" at a ceremony in Tokyo. H.E. Ambassador Joseph Caron, Canada's ambassador to Japan, and Tetsuzo Fuyushiba, Minister of Land, Infrastructure and Transport, presented the figure skaters with certificates, brooches and flowers to commemorate the event.

"It is my great pleasure to serve in the role of Goodwill Ambassador for Canada-Japan Tourism Exchange that brings together Japan and Canada in this special year," says Mao Asada, 17, who is currently ranked as the number one female figure skater in the world by the ISU (as of the 2006-07 season).

Mao Asada recently travelled to Vancouver and Victoria to participate in *Stars on Ice*. Both Mai and Mao are currently training to compete in the 2010 Olympic Winter Games to be held in Vancouver.

Olympics help boost regional tourism

The Beijing 2008 Olympic Games will spur Asia's tourism industry, a recent survey jointly conducted

by Pacific Asia Travel Association (PATA) and Visa International Asia Pacific indicates.

Ninety percent of respondents said they hope to visit other cities within China, and 75% of respondents expressed interest in exploring other countries in Asia, including Japan and Singapore. This could be a preview to what will happen for the Canadian tourism industry when Vancouver hosts the 2010 Olympics and Paralympics.

PATA president and CEO Peter de Jong said the 2008 Games will promote neighboring destinations. "All markets in the region stand to benefit from the Games," he said.

The annual survey identifies travel intentions of more than 5,000 people from 10 markets over the next two years. One in five said that the Beijing Olympic Games would be the primary reason for their visit. Tourism experts have estimated that Beijing will receive 4.5 million tourists in 2008.

The number of overseas visitors to the country has grown by an average of 7% annually since 2001, when it won the right to host the 2008 Olympics, official figures said. Industry analysts have estimated that inbound spending by visitors to the Games will reach \$4.5 billion.

Reporting with files from Xinhua (China Daily)



H.E. Ambassador Joseph Caron presents figure skater Mai Asada with a bouquet of flowers.

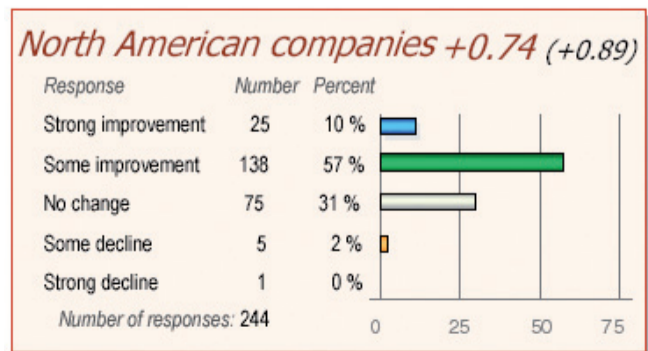
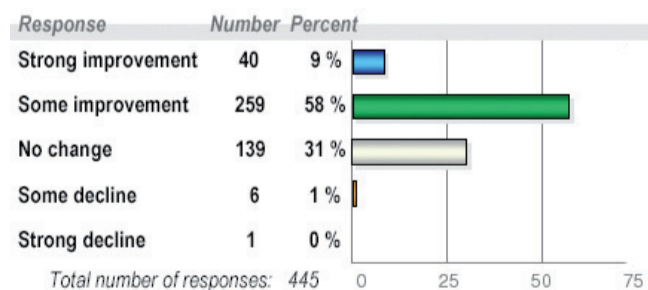


From left to right: Tetsuzo Fuyushiba, Mai Asada, Mao Asada, H.E. Ambassador Joseph Caron

Photos: Canadian Tourism Commission

Forecast of Japan's economic situation for the next 6 months:

Total for Survey **INDEX+0.74**
[previous survey +0.83]



Good business continues to prevail—survey

By Clas Bystedt

The Foreign Chambers in Japan (FCIJ) conducted its 11th Business Confidence survey in April 2007. Members of 14 organizations representing 2,150 foreign-affiliated companies generated 461 valid responses, a 24% increase from the previous survey.

A continuous optimistic mood in the Japanese economy was reflected in this survey, although the growth figures and estimates for both the economy and the companies' performances were slightly more moderate than in the previous survey in October 2006.

On a scale from -2 (strong decline) to +2 (strong improvement), this survey's forecast on the Japanese economy for the next six months had an overall index of +0.74 (compared to +0.83 in the October 2006 survey) and +0.82 for the next 12 months (+0.91 in October 2006).

Regarding their own performance, companies reported and forecasted for the next six months further gains in sales and profitability on a very similar level to the previous survey.

Both sales and profitability figures were slightly higher whereas the forecasts for the next six months were slightly lower. The manufacturing industry especially has improved its business results and

expects to do so even further in the coming six months.

Concerning the strategies of the foreign-affiliated companies in Japan, they continue to see Japan as a market with room to expand—81% are looking for further growth and 16% are expecting to sustain their current level. Only 2% reported that they plan to downsize and 0% (one company out of the surveyed 461) is considering withdrawing from the market.

Two new questions to this year's survey included the ratio of non-Japanese employees (9% had none, 32% one or two, 29% three to ten and 30% more than 10) and salary increases in 2007.

Seventeen percent of the respondents reported no salary increase while the majority (69%) reported a moderate increase of 1-4% in salaries. Fourteen percent of respondents indicated salary increases of over 5%. The mean average was 2.6% with the North American companies (2.8% increase) seeming to be a bit more generous than the European companies (2.2% increase).

For full survey results and participant comments, visit www.fcc.or.jp/fcij/bcs.html. The next survey will be conducted in October 2007.

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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